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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXX.

NEW YORK, JANUARY 26, 1910.

No. 4.



Called out, it may be, by the Christmas spirit of good will, or perchance the sight of a favorable trial balance, we have recently received an unusually large number of friendly messages from advertisers and publishers. These are much appreciated. We here return a hearty THANK YOU for each kindly hail received as we crossed the border into 1910.

In the same connection we express our gratification with the total amount of our business in 1909. In one year only has it been exceeded—1907, and then but slightly. The new year also finds us with many more helpers, with much more room, and with increased facilities.

Another twelve months has strengthened our desire to be of service to advertisers. It has also added to the experience which is the greatest help toward that realization. The very best we have and can do awaits their demand.

New York

Philadelphia

Boston

TO WOMEN:

"The fairest work of a great Author
The edition is large
And no man should be without a copy."

But be careful—there are women and women. How long do you imagine this country would last did it rely on the women we see during a stroll along Fifth Avenue? Yet the cities are flooded with just such. It is the woman on the farm who is the mainstay of our United States. Serious minded, keen, thinking women with a future and purpose in life. Not swayed by every whim of fancy but by substantial reasoning and legitimate demand.

The Farmer's Wife

The Largest Farm Paper for Women

The farmer's wife has just as many pretty ways and feminine desires as the city woman, but being more directly interested in the building and maintaining of her home, she is quicker to understand the practical utility of advertised goods. Once secured as a customer, woman's inconsistency does not make her change—she is your customer until you either violate her confidence or a better product demands her attention.

The Farmer's Wife goes into 150,000 prosperous Middle West farm homes—covering a section which represents the major part of the wealth of this country, a section which every progressive manufacturer is trying to control. Each family represents practically seven persons, all interested in the same pursuits and building for the same ends. No waste, news-stand or give-away circulation—every subscriber an interested, progressive, sensible woman who takes the paper because she is interested in its contents.

Our booklet, entitled "A FEW OF THE THINGS THAT FARM WOMEN BUY," we will send to any inquirer.

WEBB PUBLISHING CO., Publishers
St. Paul, Minn.

GEO. W. HERBERT,
Western Representative,
1736 First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, Inc.
Eastern Representatives,
41 Park Row, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1898.

Vol. LXX.

NEW YORK, JANUARY 26, 1910.

No. 4.

LYON & HEALY MAKE NEW MOVE IN PIANO AD- VERTISING.

PIANO ADVERTISING TRADITIONS AND CUSTOMS ENTIRELY FLUNG ASIDE IN EXTENSIVE "REASON WHY" CAMPAIGN — COPY WRITTEN BY CLAUDE HOPKINS — BUILDING A PIANO REPUTATION IN A BRIEF TIME — A WELL-KNOWN HOUSE WHICH IS A BIG BELIEVER IN ADVERTISING, BEHIND THE NEW CAMPAIGN.

By James H. Collins.

One of the most capable copy writers in New York is widely known for his clever satirical criticisms of advertising.

Some time ago he wrote an article, caustic yet good-tempered, asking, "What is the Matter With Piano Advertising?"

This is an exceedingly fertile subject. Piano advertising lends itself to criticism and funmaking. There is much the matter with it — everything is the matter with it, in fact, for it has all the faults of the piano business, and mighty few of the latter's virtues.

The advertising manager of a prominent piano house was interested in this article, and wrote to the critic, conceding everything he asserted as to the poorness of piano publicity.

"You are an expert copy man," said the advertising manager. "Now, that you have the weaknesses of piano advertising clearly in mind, suppose you write, for our house, some piano copy as you think it ought to be written. Consider that a commission."

Several weeks went by, and nothing was heard from the expert. The piano man jogged him, and was told that he was studying

the subject. A month later he jogged him again, and the writer pleaded press of other work. Several weeks later he stated that he had been away on a vacation, but meant to take that piano copy up immediately. Two weeks later he telephoned that he was still considering the subject. Three or four months have passed since then, and nothing has been heard from the copy man. The piano man has dropped the subject. This outcome was about what he expected, for he knows that it is a good deal easier to poke fun at piano copy than it is to improve it.

The chief faults in most piano copy can be traced to the piano business itself. It is an old business, bound up in complexities of price, discount, artistic reputations and competitive relations.

When a novelty, like a vacuum cleaner, is advertised, something that has been patented within a few years, and which is made by some house that still stands alone in its field, the advertising is bound to be direct and vigorous. The whole proposition is new, and the facts alone are interesting. There are no trade traditions.

But pianos have been advertised for generations. The piano trade is venerable. The piano story has been told so often that apparently there is nothing new to say. Purchasers have been divided into classes by the different piano houses. Whether such class distinctions really exist, they certainly govern the piano advertising. The maker of high-class instruments is afraid to explain piano points too fully for fear that high-class readers, who are supposed to know all about pianos anyway, will infer that he makes a second-rate instrument. There are so many traditions and trade

skeletons, in fact, that much of the cut-and-dried piano advertising which the critic jeers is hardly addressed to the purchasing public at all, but has been written, corrected and printed with the thought, "Now, how will other houses in the trade look at this?"

Bearing these conditions in mind, it is interesting to watch a house like Lyon & Healy market a pianoforte bearing their own name, using copy prepared by Chicago's high-priced expert, Claude C. Hopkins.

Most of the high-class pianos now in the market enjoy reputations extending back at least one generation. They have been advertised by means of virtuosi, whose tours were backed by the piano makers. Their trade positions have often been strengthened by alliances made with the musical and teaching professions.

Now, Lyon & Healy have set out to accomplish the same results in less time, with less money.

In a word, by means of newspaper, magazine and other advertising, they propose to place the Lyon & Healy piano in the middle of the next generation by the end of next week.

Of course, Lyon & Healy are distinctly somebody.

No other retail music house in the world, it is said, does so large and comprehensive a business. Their big building on Wabash avenue, Chicago, is crowded like a department store, and carries everything from a jewsharp to a pipe organ. The house has long manufactured harps and exported them to Europe, and its new piano is being built in the harp factory. The old violin department maintained by the house is famous for bringing rare fiddles to this country. The store is an important concert center in itself, for above a thousand auditors are entertained every day at the four demonstrations of various instruments.

Lyon & Healy claim to have the

oldest advertising department in America in a purely commercial house. In 1863 they gave an order to the late George P. Rowell to print their well-known little bandmen in all the good newspapers he knew about. By 1866 they were spending \$12,000 in one year for advertising, a large percentage of the year's profits. In 1887 advertising had become so important in the business that they went to great lengths, hiring a man to give his whole time to nothing else but

Lyon & Healy

New Style
PIANO

*Creation of the world's
largest music house*



New Style
PIANO

*Made by the makers of
Lyon & Healy Pianos*

Lyon & Healy

New Style
PIANO

*Made by the makers of
Lyon & Healy Pianos*

A \$10 Catalog Free

NOTE THE DETAIL BEHIND

Lyon & Healy—the best known name in all the world of music—now gives the following of a piano of their own creation. It is made in the Lyon & Healy factory, which, for 25 years, has made the world's standard harp. Applied in the making is the masterful skill which has won recognition in every national contest. From this offer is published in this hour of music may judge the intention.

Since 1863

At that time, when the piano was a new and untried instrument, Lyon & Healy were the first to see its possibilities. They have since then, by their own efforts, made it what it is today, the most perfect of instruments. They have been successful in all their efforts, and their name is now the most famous in the world of music.

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LYON & HEALY, Chicago

spending the advertising appropriation. Recently some figures of advertising outlay were compiled, when it was found that during the past forty-six years, Lyon & Healy have spent a grand total of \$2,491,924 in advertising. The late Patrick J. Healy, founder of the house, was one of the most forceful of the early advertisers, and his sons, brought up under his guidance, who are now in control of the business, are as firm believers in the efficacy of printer's ink, as was their father.

The advertising for the Lyon & Healy piano has just begun, so to speak, though 125 cities and towns have been posted for it with sixteen sheets, to be followed

Topeka Daily Capital

Supreme in Kansas

The year 1909 was a mighty good year for the State of Kansas. The farms of the state alone produced crops and live-stock to the value of \$532,685,244—an average of more than \$3,000 for each farm in the state.

There is not in the whole world an equal number of families with such general diffused prosperity.

The people of Kansas are progressive, intelligent and enterprising. They buy the good things of life.

In the State the TOPEKA DAILY CAPITAL is supreme.

Average net circulation in 1909.....33,242

A daily gain of 5,946 or 21% over 1908.

Carried paid advertisements in 1909....317,732 inches

A gain of 38,207 inches, or 13.6% over 1908.

Carried in excess of the business carried by its only local competitor—107,722 inches, a lead of more than 50%.

The CAPITAL carried an average of 950 inches of paid advertising in each issue during the year, while its competitor carried 671 inches, the CAPITAL leading by about 14 columns each day.

The CAPITAL has a larger paid circulation than any other daily newspaper in the entire country published in a city the size of Topeka.

The CAPITAL covers Kansas more thoroughly than any other daily covers the state in which it is published—reaching every post-office and almost every rural route in the state.

Arthur Capper

Publisher.

Topeka, Kansas.

MARCO MORROW,

Director of Advertising, Topeka Kansas.

Manager Chicago Office.....JUSTIN E. BROWN, 615 Hartford Building
 Manager New York Office.....J. C. FEELEY, 1306 Flatiron Building
 Manager Kansas City Office.....S. N. SPOTTS, 401 Century Building
 Manager Omaha Office.....W. T. LAING, 320 Rambe Building

by more liberal posting this year, and in December a series of large newspaper advertisements ran in forty-four leading daily papers in selected territory, and this is to be followed by daily paper advertising by states. Magazine advertising, which began last fall, is very well represented by the full-page of Mr. Hopkins' copy in the *Saturday Evening Post*, of January 28th, which is part of a comprehensive campaign that has thus far included mediums like the *Saturday Evening Post*, *Ladies' Home Journal*, *Woman's Home Companion*, *Country Life in America*, *Outlook*, *World To-Day*, *Cosmopolitan*, *Harper's Magazine*, *Associated Sunday Magazines*, *Everybody's*, *Munsey's*, *Review of Reviews*, *Collier's*, *Popular*, *All-Story*, *Argosy*, *Smith's*, *Red Book*, etc.

Much space is given in magazine advertising to the catalogue describing the piano. This catalogue has a feature upon which application has been made for patent protection. In a paper pocket, pasted to the third cover page, come half a dozen pictures of the piano in different styles of case, printed on stiff card and fitted with easel backs, so that the recipient can set them up side by side and make comparisons between each style. With each catalogue, too, goes a certificate good for ten dollars' worth of sheet music if the recipient purchases a Lyon & Healy piano from his local dealer.

The dealer side of the advertising has been very aggressive and effective. It is said, on excellent authority, that while the instrument was first offered to the trade less than nine months ago, or May 1, 1909, it had been placed with 146 agencies at the close of the year, a record said to be entirely without parallel in the history of the music business. From the very outset the retailer has been kept posted on progress, through correspondence and literature. A complete service of electrotypes and matrices is placed at his disposal for local newspaper use, and all the newspaper advertising inserted by the house it-

self is keyed on local dealers. Prices on the piano itself are strictly protected, so that there can be no competition or uncertainty in this direction. One particularly noteworthy piece of dealer-literature has been a little bulletin showing the month's newspaper electrotypes for dealer's use, the newspaper advertising of the house, and indicating where magazine publicity for that month is centered. There are also interesting items calculated to help dealers gauge demand for the different styles of case, reports on which styles lead in different territory being published.

Whether Lyon & Healy "put it over" or not (and the thing is still admittedly in the experimental stage), such a piano campaign ought to be of prime interest to advertising men everywhere.

For, in marketing side by side with older pianos, bearing reputations built up by a generation or two of that subtle "artistic exploitation" so highly valued in the trade, the Chicago concern is relying on straight publicity, the naked force of the printed word.

Even the fact that the piano comes from Chicago is more or less adverse, in the trade's view, because heretofore all the pianos have come from the East. When Siegfried Wagner heard a Lyon & Healy harp and examined its improved mechanism, he is said to have exclaimed, "How can such a beautiful instrument be made in Chicago? Why, I thought that was where the meat came from!"

Though it has been on the market less than a year, however, the Chicago house is going ahead in all confidence, probably filled with the same spirit that made shrewd old Mr. Healy a pioneer in advertising as a young merchant, and a believer in it to the day of his death.

"A good advertisement in a good paper," he once said, "is always a good investment."

William M. Ramsdell, publisher of the *Buffalo Express*, gave an interesting talk before the advertising class of the Central Y. M. C. A., Buffalo, January 10th, on the subject: "Newspaper Advertising."

EVERY week *The Christian Herald* reaches over 300,000 of the finest type of American homes. And the number is growing with remarkable speed. The month of December, 1909, broke all subscription records in the history of the publication—the *biggest single day*—the *biggest single week*—the *biggest single month*. Fully **86%** of *Christian Herald* subscribers renewed in 1909. The significance of this fact is evident when it is remembered that most general magazines count on only **30%** of renewals.

N.B. *The rate of \$1.25 a line flat applies only to immediate orders for business published before Nov. 1, 1910. The actual circulation is far in excess of our present guarantee of 300,000. For all business received after our new rate card is issued the rate will be \$1.50 flat. You can still catch 37 issues at the present bargain rate if you order NOW.*

OTTO KOENIG

Advertising Manager

Bible House, New York

HOW THE WILLYS-OVERLAND IS BUILDING FOR BIG AUTO FUTURE.

BIGGEST AUTO ADVERTISING EVER UNDERTAKEN BEGINS THIS WEEK—ABSORBING STORY OF WILLYS'S PROGRESS FROM AN AUTO SALESMAN—AUTOS BOUGHT TO-DAY, WILL BE SOLD TO-MORROW—ADVERTISING TO LAY GROUNDWORK FOR FUTURE TRADE.

By J. George Frederick.

This week the Willys-Overland automobile begins a several hundred thousand-dollar advertising campaign simultaneously throughout the country, opening with a "double spread" in the *Saturday Evening Post*, a full page in other weeklies, double spreads in thirty or more February magazines, full pages in 137 farm papers and approximately half pages in 700 daily newspapers.

This is an automobile advertising campaign the extent of which has undoubtedly never been quite equalled in the country. Behind it is a remarkably absorbing story of business achievement and far-sighted planning by a man who is evidently another distinctly American genius, far ahead of most of his contemporaries in his insight into the creative and sustaining power of advertising.

John N. Willys, of Toledo, is the man behind this stupendous piece of auto advertising and selling campaigning, and how in a few years he has created, almost from nothing, the mechanical equipment of an automobile plant of the first magnitude, with about 3,000 people employed, is fiction translated into fact.

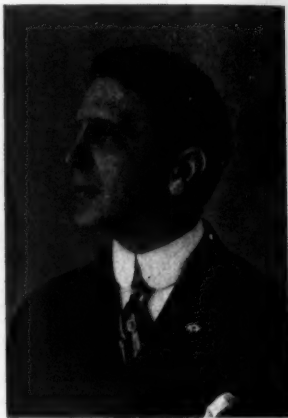
In 1897 Mr. Willys, then an automobile salesman, happened to be in Indianapolis and feeling in his bones the future possibilities of the automobile, made a contract with the "Overland" factory to supply him 300 cars a year. Then Mr. Willys went away and began to make contracts with dealers for selling the autos and to advertise them, feeling happy at getting into a business with a great future.

Time for the delivery of the cars

came around, but not a car showed up. He paced his office a few days nervously, showering wires and letters upon the Indiana mill, but if an earthquake had swallowed Indianapolis there could not have been more ominous silence.

Then Mr. Willys hustled out to Indianapolis, reaching there on a Saturday—to be confronted with the startling truth, that on Monday the plant would go into receiver's hands!

Get the peculiar fatuity of this situation—the banks were closed, and before it would be possible to do the miraculous thing of persuading the banks to advance



JOHN M. WILLYS.

money on credit, the receivership would be at hand. Mr. Willys then attacked the situation in desperation style, determined to beat his bad luck or know the reason why. He got the hotel clerk sympathetic and together they spread the sympathetic contagion from guest to guest, and one by one they "shelled out," adding even their dimes to the rescue fund.

But all their combined wealth was not plutocratic enough to save the situation, and they went out and dragged crusty business acquaintances from their prayer-meetings and their slippers and Sunday papers, to chip in. To get

If You Were a Wholesaler

Would you spend time and energy pushing brands advertised by manufacturers when the advertising did not create any noticeable demand in the Wholesale Field?

Manufacturers who know the mediums which circulate in the Wholesale Field—and place their advertising accordingly—now find no difficulty in securing the active co-operation of Wholesalers.

For favorably influencing Wholesalers, LUPTON'S million a month concentrated in the Wholesalers' Field has been found of utmost value by discriminating National Advertisers.

LUPTON'S THE PEOPLE'S HOME JOURNAL *and* GOOD LITERATURE

J. P. BALMER
Western Manager
1438 Marquette Building
CHICAGO

JOS. A. MOORE
Advertising Manager
Lupton Building
NEW YORK

the Herculean task finally "across" they actually had to empty out the hotel cash-drawer!

But when Monday came they had the money all stacked, and Willys took over the Overland plant. If, however, he had thought his troubles would now enjoy a story-book ending he was disappointed, for that little plant developed the most amazing appetite for capital. It would howl for more money like a crabbed infant for food, and no sooner had Mr. Willys labored and sweated to get a pile of it to feed into its craw, and sat down to get his breath, when another howl would startle and set him to crawling around on his knees before the august powers who gripped the money-bags.

But, inch by inch, the factory progressed, helped by the amazing demand for autos. It sometimes made Mr. Willys want to tear things with his teeth and nails, to see how the demand for cars was simply inexhaustible, while he had to labor so hard to get money to make a few more cars. It seemed ironical.

In time, Mr. Willys took over the Marion factory, and thus step by step enlarged his factory capacity—all with a pretty clear vision of his ultimate purpose.

One day in 1907 he was about to leave for New York, when he heard that the big Pope plant in Toledo was in receiver's hands. Instead of going to New York he went to Toledo. No one noticed the quiet-mannered young man who went to the Secor, and announced that he wanted to "look over" the Pope plant. Others had "looked over" the plant, and Apperson, of Lynchburg, had forfeited a \$25,000 option deposit. Mr. Willys wrote out a check for the same amount and went on to New York; but in thirty days he had (by the same sort of miracle that had made the hotel clerks and guests his zealous partners in raising money) se-

cured the capital to take over the great Pope plant.

Mr. Willys, then possessing what he wanted—a plant capable of big production—started to develop the plans which his prescience concerning the future of the automobile and its selling conditions told him were necessary. He moved his executive offices from Indianapolis to Toledo, and began the difficult task of financing a big plant and creating a big organization at the same time.

In these last two years the dirt has been made to fly out in Toledo in a style that recalls the spirit of '49.

More money, more and better men, bigger capacity—that was the

DOUBLE SPREAD AS "OPENING GUN."

daily task which Mr. Willys set himself with all the peculiar concentration which marks him. He worked sixteen hours a day. He was there at seven in the morning, when the mechanics came to work, and when they went home at night, he began another day's work, seeing parts makers, jobbers and financial men. With a skillful eye to compact organization, he has in these couple of years built a complete industrial community out on Central avenue, Toledo, with parts and accessory manufacturers surrounding him—a community which is now organized to turn out 20,000 automobiles during 1910. Only a manufacturer can appreciate the remarkable factory organization and rare ability necessary to construct and operate a plant which will accomplish this effectively.

Last year, rather than be behind, while factories were being built, they assembled autos in tents.

To get a perspective on this accomplishment in manufacturing and financing, remember that Willys was as an automobile salesman without capital ten years ago; managed by hooks and crooks to manufacture and sell about 350 cars from November, 1907, to July, 1908; from the profits of these sales, and what help he could get, he produced and marketed 4,000 cars from July, 1908, to July, 1909, and expects to make 20,000 cars in 1910!

But Mr. Willys is more than a manufacturer—his business, his instinct, is that of a salesman. As soon as the factory organization was under way, and financial difficulties solved, Mr. Willys went to Frederick A. Barker, a well-known automobile sales manager. "I am stumped," said Mr. Willys, "and pretty well worn out, Barker, and on my desk is a pile of orders and promises so high that I can't see over them. I want you to be my sales-manager, and I want you badly. You'll do me the biggest favor in the world if you'll come over here and straighten out my sales organization."

And Barker was willin'. "But," says Mr. Barker, "just as soon as I consented, Mr. Willys went to Europe, and there I was, in a pretty mess. I had to cancel a lot of contracts and make others, and it took some severe struggling to put things in shipshape. I prorated the number of cars to our force, and started to analyze the automobile selling field as never before."

"Heretofore automobiles have been *bought*, not sold; the buyer has sought the maker, and conditions in general have not been like the normal conditions in other lines of business. Profits have been very large; wine dinners and entertainments of an expensive nature were the rule, and manufacturers have struggled not to sell, but to *make*. Such conditions have brought gamblers and poor quality sellers in the field, who are really only assemblers,

throwing a lot of poor materials together to reap the plentiful harvest of easy sales.

"In July, 1909, Mr. Willys came to the conclusion that the automobile industry, like all other standardized industries of to-day, would become a case of 'the survival of the fittest,' and that the survival of the fittest depended upon two things—value to the consumer, and convincing the consumer absolutely of that value. He saw ahead of the present clamorous making to the time when automobile *selling* would become a keen and highly competitive business in which advertising to the consumer would weigh mightily; and he was convinced that if he began now to lay a very big and broad advertising foundation—bigger than any known at present—he might make the Willys Overland as thoroughly known as the merits of Ivory Soap, or any staple product well known.

"In order to accomplish the first of these things Mr. Willys figured that to get the price down right he would have to make almost everything himself.

"With the three plants in Indianapolis and the doubled Pope-Toledo plant, in which he has installed the most modern of machinery, Mr. Willys has increased his capacity for the season ending July, 1910, to a total output of \$24,000,000. Most of these cars are to sell at \$1,000. It is the identical car of which Mr. Willys sold 4,000 last year at \$1,250, which demonstrates the manufacturing feat which Mr. Willys has accomplished.

"The overhead on 20,000 cars, the dies for same, and everything else, is no greater than on a half or a quarter of the quantity; and a nice combination of quality and quantity is his reward.

"The second part of Mr. Willys' problem, to-wit: The marketing of the cars and the standardization of them in the minds of the consumer, was the end he turned over to me. When I came with Mr. Willys, I found unrest among automobile manufacturers, all of whom believed that during 1910

the country would still consume every car manufactured by anyone, no matter what the quantity, but they all were fearful, and still are, as to what will happen in 1911 and thereafter, when the automobile business becomes standardized. Many manufacturers deduced that while the demand was greater than the supply, and while there was a fancy margin in the automobile business, they could afford to advertise, but when the margin became smaller that they would have to cut down their advertising appropriation, as is evidenced by the fact that at the New York show the advertising of the automobile manufacturers was positively the smallest in many years.

"I made up my mind that the automobile industry, like every other industry, will last for all time and that I could advertise automobiles, if sold at a low price, the same as any other standardized article is advertised. In fact, the greatest advertised articles in America to-day are those which are staple products, and while there might not be in the future the fancy demand for automobiles that there was in the past, at fancy prices, still on a standardized market there would always be a demand for that car which through its manufacturing operations, gives the greatest value for the money, and that proper advertising would standardize such a car and make it as staple as a grocery staple.

"I went to Mr. Willys and said: 'Mr. Willys, I want to spend twice as much money for advertising as anybody else has ever spent.' I named the amount, and he did not wink an eyelash. He just said, 'Go ahead—you have charge of that.'

"I made a connection with the firm of Lord & Thomas, and specified that the head of their copy department, Claude C. Hopkins, was to write all of the Overland advertisements, his copy having made, in my opinion, the greatest automobile success of the decade. Twenty thousand cars are a lot to market, and naturally any kind of an advertising appropriation

per car will give a large expenditure.

"But let me tell you of another branch of our plans—that dealing with commercial autos. This is a business which will see remarkable developments in the course of a short time. The only drawback now is the absence of a fixed basis of expense of maintenance. We have a plan to give this fixed basis. We will secure the organization of local companies in cities which will maintain garages and offer Willys Overland commercial cars on an absolutely fixed expense basis. It will be guaranteed, within reasonable limits, that a car will be maintained, say, for \$40 a month. Here is an unequalled basis of selling, which gets down to a businesslike appeal. Horse-driven vehicles give no fixed maintenance basis at present—the horses may fall before an epidemic of pink-eye, or break their legs on the ice and be shot, or many other contingencies may arise. But we will guarantee a \$40 a month garage and maintenance charge, and we expect to build a big business in this way.

"These things show the long-sighted view of the market which is a striking characteristic of Mr. Willys. He can see straight through the Flatiron Building—no, he can see through all the buildings from Twenty-third to Thirty-third streets. He knows that advertising has got to make a foundation for the hard-hitting sales efforts that must come in a few years, and he wants to begin now to get every ounce of the accumulative effect of a very big campaign. Our opening work will be followed up month by month on an equally large scale, and some extensive trade work will be done in the trade papers. We aim to make the Overland car one of the three or four greatest advertised products in any line in the country."

Hubert F. Miller has been appointed as business manager of the Chicago Association of Commerce to succeed Walter D. Moody, who was made general manager a year ago. Mr. Miller has been identified with Chicago newspaper and magazine activities for some time.

One-third of Our Population Are Farmers

Did you realize that?

For the members of the seven million farmers' families—there are an average of five in every farmer's family—do form fully a third of our one hundred million people.

These seven million farmers are prosperous. They got over nine billions of dollars for their farm products in 1909. They are buying—as necessities—what many a city family regards as luxuries.

The logical and only way to reach them is through the advertising columns of real good farm papers like

The ORANGE JUDD WEEKLIES

the acknowledged leaders of the weekly agricultural press. They are national farm journals with a guaranteed circulation of 305,000 copies, and pay the best known *general* as well as agricultural advertisers. They will pay *you*.

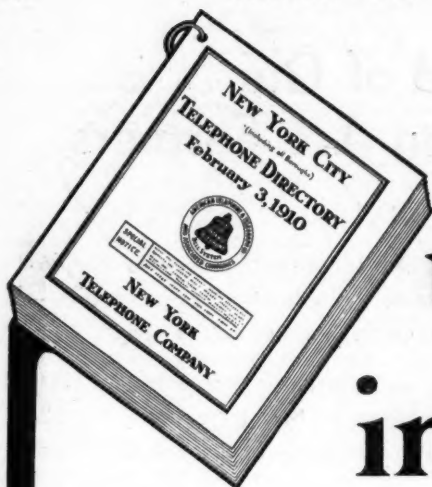
Orange Judd Farmer covers the Central West; American Agriculturist, the Middle and Southern States; New England Homestead, the New England States.

ORANGE JUDD COMPANY

Western Office:
1446 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St
Springfield, Mass.



The useful in New

THE TELEPHONE DIRECTORY

is the most useful and the most frequently used publication in New York City. It is on the desk of every business man. It is in every home of the better class. It is in every room of every hotel in the city. It is to be found in every place where information is sought, such as information [bureaus, ticket offices, drug stores, cigar stores, etc. It is consulted by over one million people each day.



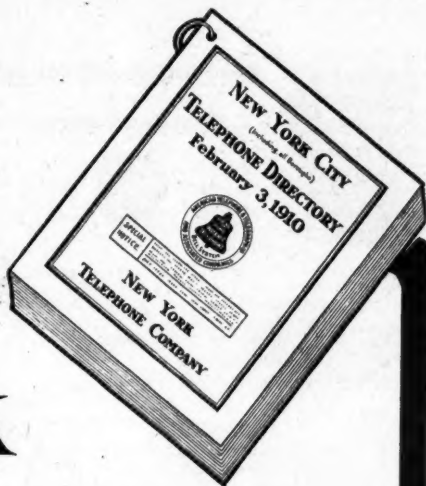
For full particulars

NEW YORK TEL

ADVERTISING

15 Dey Street

hlost efbook York



Advertising space in the Telephone Directory is for sale. The field of its advertising influence is broad. It covers the whole metropolitan area. It does not conflict or compete with magazines or newspapers. Its great advertising value is due to its peculiar influence as an information medium. It is of special value to advertisers who desire to receive orders by telephone.

The Telephone Directory for the Spring months goes to press Thursday, February 3rd, 1910.

phone, write or call

particular
TEL
ARTIST
HONEY COMPANY
DEPARTMENT

Telephone, 12000 Cortlandt





OFFICE AND SALESROOMS
30-32 AUGUSTA AVENUE

J.K. ORR SHOE COMPANY

MANUFACTURERS OF

Red Seal Shoes

1884



1909



FACTORY
COR. YONKE & CHAMBERLAIN STS.

ATLANTA, GA.

Nov. 22, 1909.

Mr. F. J. Merriam, Publisher,
Southern Ruralist
Atlanta, Ga.

Dear Sir:-

It might interest you to know the results we obtained from an ad which we ran twenty-one publications, yours being included in the list. The ad appeared in sixteen dailies, three trade journals and two agricultural papers.

We received a total of 233 replies, seventy-six of which mentioned no publication while fifty-three of the answers mentioned the Ruralist.

The next largest number of replies to the ad mentioning where it was seen was thirteen, being one of the dailies.

No doubt you will be gratified to learn that out of these twenty-one publications the Ruralist was responsible for nearly one fourth of the replies received. The results of this as makes us believe that folks are reading your paper.

Wishing you continued prosperity, we are

Yours very truly,

FPR/6

J. K. Orr Shoe Co.

John P. Reese

Adv. Manager.

NOTE: The Southern Ruralist is the largest Southern Agricultural Paper. It is published on the 1st and 15th of each month. Subscription price is \$1.00 a year. Guaranteed circulation 125,000 copies each issue. Advertising rate 50c per line. Write for sample copy and proof of circulation to

SOUTHERN RURALIST CO., Atlanta, Ga.

"COMMUNITY OF INTEREST" ADVERTISING BY ASSOCIATIONS.

A MOST INTERESTING RECENT DEVELOPMENT—THE ASSOCIATED TILE MANUFACTURERS START INTERESTING CAMPAIGN — BRICK MAKERS, BREWERS, CANNERS, CATTLE RAISERS—LEMON MEN, FRUIT GROWERS AND OTHERS CONDUCTING CAMPAIGNS.

No more significant and interesting tendency in advertising is noticeable than the appreciation of the possibilities of what can be called *community of interest advertising*.

This advertising is the sort which associations of manufacturers, growers, etc., do in order to secure certain educational effects upon the public which, if secured, are of very great mutual benefit. Many such associations are earnestly discussing now the need for stimulating demand for their product, and are peculiarly ripe for a mutual advertising campaign because of these conditions and their already well-organized body.

Up to a year or two ago, this community of interest advertising idea took the form of a juicy fee to a "press agent" who attempted the quite ridiculous task of stimulating public interest in a product by various "clever" and concealed copy which the newspapers were asked to print.

However, the newspapers are not now so "easy" and honest, frank display advertising is now the subject of discussion and actual effort.

The drawbacks which crop up in the association scheme of advertising are many and vexing, and it is the exceptional rather than the usual thing for such a plan to go through smoothly. There are always kickers and delayers in all organizations and it is hard to secure any real stability for an association advertising campaign. The individual concern is really the logical concern to advertise, and only where conditions are very peculiar does the

other method come in as a happy solution.

The growth of the prohibition movement has stirred up brewers to a considerable degree of activity. For a long time they have retained shrewd and ingenious publicity agents to prepare literature for public consumption, but within the last few months there has appeared sporadically, in different states, some advertising of beer as a beverage. It is said that a street-car advertising campaign in certain parts of the country to advertise beer in general, without referring to trade-marked names, is about to begin.

Five years ago when Calkins & Holden were needing accounts



TILE'S
FIREPLACES

A Tiled Bathroom
is more than a luxury—it is a necessity. Nothing will stand water and steam so long and look so well as tiles. There are many kinds of tiles, some of them costing but little more than other treatments not so good, and which have to be renewed constantly. Tiles properly laid are permanent. An old bathroom can be done over with tiles. Get estimates.

"Tile for the Bathroom" will be sent free to home owners—owners or prospective. There other interesting books, and too: "Tile in the Bath Room," "Tile for the Kitchen and Laundry," "Tile for Fireplaces."

THE ASSOCIATED TILE MANUFACTURERS
107 Seventh Avenue, New York City, N. Y.

considerably more than to-day, a plan was quite earnestly labored over—to advertise tile in general for the Associated Tile Manufacturers. It was submitted to the executives and committees, and nothing more was heard of it until a few months ago, when back it came, with the association's consent to carry it out almost in exact detail!

Some exceptionally artistic and convincing ads are now appearing in *Country Life in America*, *Good Housekeeping*, *Saturday Evening Post*, *Ladies' Home Journal*, *House and Garden*, *The Craftsman* and *Cement Age*. Four extremely handsome booklets have been issued, each devoted to one class of tiles—bath, kitchen, fireplace, and porch floors.

The interesting thing about this

campaign is the peculiarly co-operative unselfishness of it. There are many kinds of tile manufacturers in the Association, and not all their goods are to be advertised in this campaign. Neverthe-



COVERS OF THE FOUR TILE BOOKLETS.

less, they are perfectly agreed that the centering of attention by advertising upon tile in general is going to be of general business value.

The way that returns from this campaign are to be handled is also indicative of the harmonious spirit of co-operation in this campaign. A maker at Beaver Falls, Pa. is to handle all returns, and inquirers are referred to the nearest dealer who handles tile, not to the manufacturer. General information on tile will be furnished by this Beaver Falls' maker.

The advertising is partly general for the use of tile in building, and focuses attention upon a single use. The campaign is being paid for by the association by pro-rata contributions of the manufacturers, who all feel that it is going to be of much general, as well as specific, assistance to them individually.

The advertising of the American Jersey Cattle Club has been frankly a co-operative publicity movement to benefit every member of the Association. R. M. Gow, of this Club, says that it is composed of 430 members all over the country—each member having a bona fide interest in the breed-

ing of pure Jersey cattle. The initiation fee of \$100 has gone into a pool from which is drawn the money for promotion. This advertising has been appearing in the *Country Gentleman*, *Hoard's Dairyman* (Wis.), *Jersey Bulletin* (Ind.), *Practical Dairyman* (N. J.) and the *Farm Home* (Ill.).

It was explained by Mr. Gow that this is only the beginning of a campaign which will probably be broadened out in a much wider way later on. Plans are now being considered by the advertising committee of the Club for adding a list of newspapers and perhaps magazines.

The advertising has been devoted to urging the merits of Jersey cattle and Jersey milk and other products, but as the appeal has been only to those specifically interested in Jersey cattle raising, the consumer of Jersey products has not yet been reached in any concentrated way. It is to reach the consumer of milk products that the later advertising, if it is started, will have to do.

Not so very long ago there appeared advertising exploiting the merits of Holstein milk. Now it is well known that the Holstein cow is larger in body than the Jersey cow and accordingly gives a greater amount of milk. This milk also passes the test set by the health authorities. In answer to this advertising the Jersey cattlemen state that while the Jersey cow is smaller it gives more milk in proportion to its weight than does a Holstein.

The Holstein advertising was in the field first with definite arguments addressed to the public, and it will be regarded in some quarters that the Jersey Cattle Club advertising is an effort to offset the force of this campaign.

Mr. Gow has a comprehensive knowledge of cattle conditions, and as a result of his tour of the country has written a booklet entitled "About Jersey Cattle." Thirty thousand of these are now being distributed to all who ask for it. Especially, it is their idea to have it distributed at fairs and agricultural shows the coun-

try over. The vice-president of the Cattle Club is F. W. Ayer, of Philadelphia, a senior member of the advertising firm of N. W. Ayer & Son.

Recently advertising has been appearing over the name of the National Canners' Association. The campaign is educational, designed to influence the public in favor of canned goods. The canners who belong to the association pay their pro rata share, based upon their individual output.

In the Spanish War canned goods received a black eye that took a long time in wearing away. Indeed, even yet, lingering in the



background of public consciousness, is often a query as to the wholesomeness of foods put up in cans. It is this feeling on the part of consumers that the advertising is hoped to change. Considerable effort is directed to showing the care with which the goods are packed, and the sanitary conditions that surround the packing of the products. Canners who show that their practices are in line with modern ideas of sanitation are eligible for membership.

A prominent advertising man pointed out that while the American Druggists' Syndicate advertising was very great in total volume, there were drawbacks to the scheme. The idea, as outlined in PRINTERS' INK several weeks ago, is to have each druggist, who is a member of the A. D. S., give a dollar or so which shall be devoted to advertising the A. D. S. products in his town. but the newspapers *have to collect that dollar or two*. To say the least, this will not work for the convenience of the advertising medium.

—APRIL—

—fourth step forward into 1910.

Have you watched the progress of The Ladies' World?

A volume of increased business unprecedented in its history—percentages of increase going up like the mid-summer mercury.

This circulation is built upon merit and is permanent.

The significance of this great growth is apparent.

It means that space for April should be reserved early. Orders are being booked at a "big percentage of increase" over any former spring season.

Remember—Over a Half Million good homes regularly receive

The Ladies' World

S. H. MOORE CO.

Publishers
NEW YORK

April Forms close Feb. 11th

41% Increase

The January 1910 issue of *FARM LIFE* made an increase in advertising of more than 41% over the same issue of the previous year.

"There's a reason" for this remarkable gain—"results for advertisers."

FARM LIFE

is a *real* farm paper—offers its subscribers *interesting* farm reading along with its splendid volume of high-class advertising.

Farmers read *FARM LIFE* from cover to cover.

The last forms of *FARM LIFE* close on the 25th of the preceding month. Get your copy in *early*.

**FARM LIFE PUB.
COMPANY**

1322 Wabash Ave. Chicago

The agency of Doremus & Morse are placing a lemon account with the newspapers which bears the earmarks of having an Association force behind it. The copy advocates the use of a whole lemon for oysters, but the agency is not yet ready to reveal the bearings of this campaign.

Two very prominent and successful examples of the association advertising idea are the Seal-Shipt oyster concern and the Hawaiian Pineapple Growers' Association. The former, composed of 100 oyster men, have done together what none of them probably had capital enough to do individually, and have gone far toward standardizing the oyster business and correcting trade abuses which individually it might have been impossible, or at least highly expensive, to correct.

The Hawaiian pineapple growers found advertising their salvation from serious distributive difficulty, and even though individual brands are still used, the name Hawaiian is their joint property.

The California Fruit Growers' Association have had quite remarkable success in making a wider market for all California fruits through advertising paid for in common.

A mass-meeting of all California fruit growers was held at Sacramento on January 28th for the purpose of discussing the plan presented in the committee's report and to form an organization for the promotion and protection of the general interests of the members.

For four years the citrus fruit growers and shippers have maintained a league with duties and powers similar to those to be assumed by the league proposed in this call. This organization of the orange and lemon growers has been of immense value to all the interests represented and now embraces over 80 per cent of the citrus fruit growers of the state. It is composed of 125 members owning and shipping last season over 30,000 carloads of oranges and lemons. It has already saved in freight alone over \$2,500,000 since it was organized.

THE T. P. A. JANUARY MEETING.

The Technical Publicity Association, New York, held an interesting January meeting January 13th, at which the uniform advertising contract form being considered by the Association was further discussed. C. R. Lippman, advertising manager of the Genuine Bangor Slate Company, Easton, Pa., made an address on the larger aspects of business as a profession. He deprecated the attitude of many people who look upon business purely as a hard and sordid pursuit of gain.

"F. Marion Crawford in one of his novels," he said, "comes a little closer to a good definition when he says 'business is the art of creating values.' But this is incomplete. Business is the art of ministering to human needs for a just consideration. 'For a just consideration'—that is the point we can consistently emphasize without apology.

"That it is worth while to dwell on this point was proven to me by a recent advertising pamphlet sent out by one of the leaders in the advertising world. He described himself, much against the general impression, as a rather diffident individual. And he proved it by avowing in the pages of this house-organ that his magazines are published for the sole purpose of making money for the advertiser. This is fifty per cent sincerity. If he would have said that these magazines are published for the triple purpose of serving the reader, as well as making money for the advertiser, and for the publisher, he would have strengthened his statements by one hundred per cent sincerity.

"I could quote cases where this one-hundred-per-cent-sincerity-standpoint has been frankly announced by advertisers with considerable reward in the way of prestige and profit."

George W. Wharton, advertising manager for Joseph P. Day, real-estate man, and formerly a prominent publicity man, made a very entertaining and interesting address on the publicity man and public opinion. He asserted emphatically that the publication which gives over its columns to free reading notices is a publication in which it does not pay to advertise. He gave his idea of the dividing line between what was legitimate and illegitimate publicity work. He said that to furnish the editors with articles and information such as they themselves would seek was the highest class of good publicity work. Every article and every business, he said, had a great amount of potential matter which would make interesting reading.

Barrett Smith, advertising manager of Stone & Webster, Boston, spoke at length upon the need of greater spirit of professionalism in advertising.

H. M. Horr, advertising manager of Dioxogen, read a paper on form letters (reproduced elsewhere in PRINTERS' INK).

Harry Tipper, advertising manager of the Texas Company, Pittsburg, spoke on marketing asphalt to municipalities.

The Lovett-Chandler Company is placing a few contracts with general publications for the advertising of The Co-operative Game Company.

It Is a Matter of Record

If your advertising appeared in The Chicago Record-Herald last year it may interest you to know that your judgment as to its value as an advertising medium was well founded.

Not only did The Record-Herald break all of its own records but it reached the highest standard of advertising efficiency in its history during the year 1909, its banner year. It carried more advertising—received more money for its space AND BROUGHT BETTER RESULTS than during any previous year in its history.

And The Record-Herald gains were not confined to any one class of business or special line of advertising, as the following tabulation will show:

The "Chicago Record-Herald" in 1909 Gained 405,117 lines in local advertising; 262,487 lines in foreign advertising.

A Further Analysis Shows a Gain of 154,045 lines in Department Store Advertising; 116,625 lines in Financial Advertising; 94,675 lines of Display and Classified Automobile Advertising.

The Record-Herald in 1909, as in previous years, published more Hotel and Resort advertising, School and College advertising and display and classified Automobile advertising than any other Chicago newspaper.

And what does it signify? Ask the advertisers who increased their copy in The Record-Herald last year three-quarters of a million lines.

THE CHICAGO RECORD-HERALD
New York Office 437 Fifth Avenue

THE largest volume of advertising naturally finds its way into the strongest paper.]

The following figures show the total amount of advertising—local and foreign, printed in the three Omaha newspapers in 1909:

World-Herald . . . 5,700,912 lines
Next paper . . . 4,993,436 "
Third paper . . . 4,086,390 "

The *World-Herald's* lead over its nearest competitor was 707,476 lines; over the third paper, 1,614,522 lines.

Last December the Omaha merchants offered to investigate local newspaper circulations. The *World-Herald* and the *News* accepted. *The Bee* refused.

It's the *World-Herald* in Omaha!

— VERREE & CONKLIN, (Inc.)

Representatives

New York and Chicago

How the Examiner has Gained and the Tribune has Lost in Advertising from State Street Merchants

The Big Home Circulation, a Fair Rate and Results, Brought Have

Won Against a Concealed Circulation, Sleight-of-Hand Methods and Exorbitant Rates

You have read in the recent issues of this paper how the **CHICAGO EXAMINER** gained 4,138 columns of display advertising in 1909. Now, note if you please, that this increase was largely given by the great State Street stores—the advertisers who are best able to trace results obtained from their advertising papers. The merchants who operate these large enterprises have been carefully watching the returns from their advertising ever since the **EXAMINER** came into the field with its known and proved circulation in contrast with the hidden circulations of other morning papers for which absurdly high rates are demanded. What they have discovered is clearly indicated by the increase of space used in the **EXAMINER** and the decrease shown in the columns of its competitors—notably in the losses of that brazen claimant for undeserved patronage, the *Chicago Tribune*. Specific tests with keyed copy have proven to them that the **EXAMINER** is the one morning paper which can be depended upon to fill their stores with customers. The same tests have demonstrated the folly of expecting tangible results from the *Tribune*. They have uncovered all the trickery, the evasion, the falsehood, the stratagem and the sophistry with which the very resourceful managers of that sheet avail themselves to produce dividends at the unwarranted expense of advertisers. By the test of all tests—**RESULTS**—these merchants have been enabled to decide with accuracy that the bulk of their appropriations for the morning papers must be placed in the **EXAMINER** if they are to obtain the maximum efficiency from their expenditures.

Efforts of The Tribune to "Make Good"

Not that the *Tribune*, forced by the encroachment of the **EXAMINER** upon its field, has not tried to deliver. In its desperation it has more than once made all kinds of reckless promises by which certain stores have been induced to make extensive space contracts.

In one instance it inveigled an advertiser into making an exclusive contract with the *Tribune* and a great afternoon paper, in the hope that the results from the latter would be credited, in part, at least, to the *Tribune*, and blind the merchant to its lack of producing power. In another case it employed at its own expense, a famous copy writer, who used every expedient at his command to force returns.

EXAMINER INCREASE—TRIBUNE

In spite of its plausible illusions presented with all of the craftiness of a well-practiced confidence operator, it has seen its advertising patronage, the repetition of its perennial "quality circulation" joke, and it stands to-day as the great bluff among the advertising sheets of Chicago.

It sent its canvassers into the highways and the byways to increase its circulation while these tests were going on; it made a master effort to induce the public to respond. For all its pains it only witnessed the disgust of the advertisers who had to pay the bills.

And then it fell back upon its old stand-by—the claim for "quality" of circulation. So often has it repeated its impudent assertion that the *Tribune* is the chosen paper of the well-to-do that it apparently has become self-hypnotized. It seems actually to believe that merchants will forget its failures and contentedly permit their cash drawers to be looted—this in the face of the fact that advertisers are steadily deserting the *Tribune* and buying more space in the **EXAMINER**.

DECREASE—TOLD IN FIGURES

Now, let us study the statement which shows how the State Street merchants are placing their advertising. Let us see what evidence is given to the fact that the reader may easily verify by reference to the files of the papers.

as compared with 1908.
for the ten State Street stores for 1909.

Examiner Gained 234,805

Tribune Lost 154,519

STANDARD EXAMINER

Now, let us study the statement which shows how the State Street merchants are placing their advertising. Let us take the statement showing the amount of advertising which any reader may easily verify by reference to the files of the State Street stores for 1909.

Examiner Gained 234,805 Tribune Lost 154,519

SUNDAY EXAMINER.

Copies delivered to homes in Chicago and immediate suburbs	249,653
Sales at Chicago depots, elevated stations, etc.	10,000
Total Chicago Circulation	259,653
Copies Sold Outside of Chicago	364,954

Total Circulation.....694,607
Remember that most of the Sunday newsstand sales represent home circulation because most people who pay five cents for a paper carry it home.

THIS IS PROVED CIRCULATION.

We tell advertisers to make these circulation figures a feature of their contracts, and we invite them to visit our office and verify our statements from the records.

The *Tribune* will not give anybody access to its circulation books. To disclose the number of copies it actually sells would result in a protest from advertisers against its rate, and there would be a further and immediate drop in its revenues. In concealment of what it actually gives to its patrons lies its only hope for maintaining a rate which, measured by that for which the *EXAMINER* sells results producing space, is absurd, ridiculous, dishonest.

If You Are an Advertiser, Judge by Facts

Draw the contrast between that kind of a proposition and the methods of the *EXAMINER*, which proves that it has a larger circulation than the *Tribune*, and the *Record-Herald* combined, which sells its space at a legitimate rate, and which is read by more housewives—the buyers of Chicago—than all other Chicago morning papers.

There are the facts. Judge by them which is the paper it will pay you to use to the largest extent. You have seen what the great State Street merchants are doing. Is not their experience something by which you can profit?

in spite of its plausible illusions presented with all of the advertising patronage dwindle from day to day. It has seen its merchants laugh at the reputation of its perennial "quality" of advertising—its quality of Chicago.

Examiner Gained 234,805 Tribune Lost 154,519

Can any better proof of the relative advertising value of these two newspapers be given than that offered by men who have put both of them through the most rigid and convincing tests known to experienced advertisers?

PURPOSE AND POLICY OF THE EXAMINER.

From the first day of its publication, the purpose of the *EXAMINER* has been to produce paying results to its advertisers. It recognized that to accomplish this it must build up a big circulation concentrated in the better class of homes. As a result, notice what it gives in circulation to its advertisers, and you will have the reason why they find that it pays to use it.

DAILY EXAMINER.

Copies delivered to homes in Chicago and immediate suburbs	108,000
Copies sold by newsstands in Chicago	50,000
Total Chicago Circulation	158,000
Copies Sold Outside of Chicago	26,633
Total Circulation	184,633

Your business prosperity depends on buying at the right prices, not only goods but your advertising space. It further depends upon reaching the greatest number of your logical customers at the lowest consistent cost.

You would consider the man an imbecile or a crook who would attempt to get your money for a crate of goods without proving the quantity contained in it as well as the quality.

And yet the Chicago *Tribune* asks you to buy its space at an enormous rate, and refuses absolutely and finally to tell you what it will give you for your money.

What Mr. James H. Collins of Printers' Ink Said About Telephone Directory Advertising in a Recent Issue of This Magazine:

"The only reason the telephone directory is not already recognized as a standard advertising medium is because even the most enterprising telephone man has not yet realized the possibilities awaiting development in this field."

What Mr. Collins said is, in a measure, true.

He might have added that the chief reason why advertisers of nationally-distributed products are not including more telephone directories in their advertising campaigns is because they do not fully realize the strength of this form of publicity for creating a demand for their goods among consumers.

Telephone Directory Advertising for the national advertiser is the "newest idea" among standard forms of publicity, but it is growing—growing rapidly, and sooner or later *you* are going to recognize and adopt it. Why wait?

In St. Louis, the fourth largest city in America with a population of 761,000, telephone directory advertising has already become *standardized*. The Bell Telephone Directory with 60,000 subscribers in the city and suburbs, circulating 72,000 directories, has been *tested* and its advertising value fully *proven* by department stores, manufacturers, retailers, and tradesmen. Proofs and evidence for the asking.

A post card will bring facts and figures that cannot fail to vitally interest you if you are seeking the most efficient and economical means for reaching the better class of homes and business houses in St. Louis. Write now.

National Telephone Directory Co.

'Frisco Building St. Louis

Commission Allowed Recognized Advertising Agencies

PUTTING SALESMANSHIP INTO FORM LETTERS.

GETTING LISTS DIVIDED INTO CLASSES AND TALKING TO ONE MAN PERSONALLY—SOME EXAMPLES OF GOOD AND BAD LETTERS—A RIDICULOUS EXAMPLE—A CATALOGUE OF COMMON FAULTS—ADDRESS AT T. P. A. MEETING.

By H. M. Horr.

Advertising Manager, "Dioxogen,"
New York.

When the question is asked, "Is Direct Mail Advertising a Back Number?" I would reply, "Yes, for the man who does it in a swaddling clothes way," and "No, for the man who gives it the care and study it really merits." Direct mail advertising, of the common, ordinary garden variety, is just as unprofitable and just as much a back number as the old-time methods in other branches of advertising.

With direct mail advertising you are dealing with known individuals, not with masses. Now, let us see how we can best go directly to this known individual. A mailing list—secured in the right way—represents a given number of men, every one of whom is or should be a possible buyer of your product. Take this mailing list and sub-divide it into the proper classifications, and you have a definite list of men, each classification representing possible buyers of your product for identically the same purpose or purposes.

Now, then, take one man from each specialized classification, and sit down and write the best letter you are capable of writing to that individual. Forget all about your mailing list, and go after that one man to use your product for the purpose applicable to his business. Do you mean to tell me that it isn't possible to write that one man a *personal* letter—knowing his name—his business—his use for your product in his business? And when you have written that one letter to that one man, if you are a good letter writer you have prepared the copy for a form letter that will be just as personal to

every other man on your list under that same specialized classification.

The trouble with most "form letter" writers is that they simply can't forget that they are writing a form letter. They see before them the hundreds or thousands of prospects on their list, and they simply can't help but talk to the crowd instead of the individual. Their lists are general lists, embracing many classifications of business, and what would appeal to one classification is absolutely *wasted* on the others.

To illustrate my point with a concrete example, here is the opening paragraph of a letter received by our auditor, from a certain adding machine company:

"We want to call your attention to the Blank Adding Machine as an invaluable assistant in modern business accounting." Now, there isn't a thing you can criticize about the wording of that paragraph. All it lacks is the individuality which I claim must be a part of every successful form letter just as it is a part of every specially dictated letter.

Now, here is the opening paragraph from another letter from another company on this same subject of adding machines. "We are writing you, Mr. Brown, for a little information regarding the system you use for figuring the cost of bottling, corking, packing your product."

Unconsciously, Mr. Brown thought that the writer of that letter was asking for information—not trying to give it, and common business courtesy demanded that he read the letter. The balance of the letter was worded in the same way—breathing in every word a common interest between the letter writer and the person addressed. Both were apparently interested exclusively in figuring costs on a product put up in bottles, and the man who wrote the letter showed that he knew what he was writing about without making the other fellow feel that his pet system was a "bum" proposition, and that he never could work out an economic system without an adding machine. The whole let-

ter was designed not to get a request for a salesman to call, but to get a reply which would give some basis for intelligent personally dictated correspondence, gradually leading up to the salesman's visit.

This illustrates what I mean by properly classifying mailing lists and by specialization in direct mail advertising. The name, Mr. Brown, in the opening paragraph of the letter mentioned was filled in on the typewriter—the balance of the letter multigraphed, and the work done so perfectly that it was absolutely impossible to distinguish it from the specially dictated correspondence arriving in the same mail. I found out later that 1,200 of these were mailed to concerns like ourselves, putting up bottled articles, and over 500 replies were received.

Letters like that do not reach the waste basket, "that bourne from which no reply returneth." They are read and a goodly proportion answered. I would say that the principal faults of unsuccessful form letters are:

1. Inability of the writer to write a natural letter.
2. Lack of clearness and conciseness.
3. Uninteresting style.
4. The attempt to cover too wide a field of prospects—lack of specialization, in other words.
5. The attempt to cover too many points in one letter.
6. Too many platitudes and too little salesman-ship.
7. An antagonistic style.
8. Poor stationery.
9. Poor mechanical production.
10. Poor paragraphing—too many sentences and too wide margins.
11. An attempt to be funny.
12. The use of one cent postage.

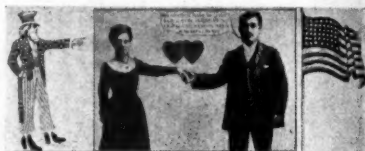
In planning a series of letters to a list of prospects, I have always advocated the use of different stationery for each letter.

It helps wonderfully in the avoidance of monotony, and affords excellent opportunity for attractive and simple letterhead advertising.

Letter advertising is almost always falsely judged upon direct replies—upon the percentage of replies to the number sent out.

Do you figure your magazine or your trade paper advertising that way? Why, you would be perfectly satisfied if you knew that every subscriber of the trade paper even saw your advertisement, to say nothing of bringing direct replies, yet there is no possible way for you to accomplish this, no matter how attractive an advertisement you may prepare. The right kind of a form letter, perfectly matched in, on good stationery, attractively arranged, and with a good opening paragraph that gives the reader no reason to stamp it "circular," and addressed to an *individual*—not a company—is going to get some attention. Its ultimate end may be the waste basket—but the man who puts it there has at least had to read enough of it to know what he is throwing away.

Some of you are probably



A word with my customers and the people of this great Republic as to why I am termed "The Spring Doctor." I was born in Nova Scotia under the British Flag but I shall live and die an American. I landed at Boston, Mass., in 1888, with "\$50 in my inside pocket" and much experience. Among the proverbs learned at school was "If at first you don't succeed, try, try again," which thought has been of much help when dark clouds hung over me. In Feb. 1903, my heart became united with that of a beautiful Brooklyn girl, and another proverb was accomplished: "Honesty is Hand and Heart in Heart is the best way to Success." In Sept. 1905 I started my spring business, with the determination to do only good work and use the best material. Now I have over 3,000 customers and carry over 6,000 kinds of springs in my factory. How can I help being an American when this country has given me all in the way of personal and political freedom that my highest aspirations craved, opportunity for useful work which has filled my life with joy, and a people's appreciation such as few men enjoy. To be a Citizen of such a Nation, life and die an American, may well satisfy the pride of any man.

Yours truly,

68-70 William Street,
Newark, N. J.

George A. Webb

A FORM LETTER NEAR THE "POINT."

thinking, "It is impossible to produce a form letter in multiple quantities, that really looks like typewriting." Some of you would tell me that you couldn't be fooled, because you are "wise" to all kinds of circular letters. Now, I would like nothing better than to have a whole mailing list of just such people, for they are the ones who will give the properly prepared letter their attention. I used to think just as you do—that I could "spot" a circular letter, but my three years with the Multigraph Company taught me differently after I had lost a few bets. The mechanical production has been perfected, gentlemen, and there are a number of devices now that will take care of that part of the work properly. It isn't "imitation typewriting" any more. It is *real* typewriting. But no machine can supply the brains that must go into the text of the letter, and no machine will ever be invented that will turn out perfect work with imperfect and careless handling.

In mailing, you will find that it pays to send your matter out at opportune times. Mail on Saturday, and your letter reaches the prospect Monday—the busiest of all days. Mail on Monday and it arrives on the lightest mail day—Tuesday.

Sign your letters with pen and ink. Costs too much? Why, I have employed girls who have signed with a good business signature from 1,500 to 2,000 letters per day at seventy-five cents per 1,000, when the printer usually charges fifty cents per 1,000 for facsimile impressions. Don't forget that in letter advertising, the principal cost is the postage, and the items of stationery, mechanical production method of signing, etc., bear about the same relation to the total cost as the designing of your trade paper ads does to the cost of space.

The inclosures often ruin an otherwise forceful letter. You should be just as "natural" about your inclosures as you are in the text of a letter.

THE GEORGE L. DYER COMPANY

42 Broadway, New York

Successor to
Arnold & Dyer Advertisers Agency
Philadelphia and New York

Newspaper, Magazine, Street Car
and Bill-board Advertising
Business Literature
Publicity and Merchandising Counsel

THE IMPORTANCE OF MAKING ADVERTISING SPECIFIC.

GENERALITIES AND PICTURES—AN OUTGROWN MEANS OF INFLUENCING PURCHASES—THE NEED FOR STATING PRICE—NO DANGER OF COPY NOT BEING READ—SUBSTITUTION WARDED OFF BY ARGUMENT—ADDRESS AT ADVERTISING AFFILIATION, BUFFALO, JAN. 22.

By Charles W. Mears.

Advertising Manager, Winton Motor Carriage Company, Cleveland.

We advertising men seek to make advertising effective and profitable, to make sales—yes, more than that, to win lifelong patronage; but we shall not be fully successful until we are willing to lay all our cards on the table, face up—in other words, until we make our advertising, in its truest sense, explicit.

Unfold means to give a clear and detailed view of; make manifest; disclose; reveal; to spread open. (Standard Dictionary.)

A thing can unfold in but one direction, and that direction is from the inside outward.

We do not unfold our proposition when we keep our facts concealed, or when we merely give our readers a peep into our facts through a crack. Neither do we unfold our proposition when we require the reader to go to a dealer to find out what we have to offer. A mere suggestion, a come-on peep through a crack, or an invitation to visit a dealer may serve a purpose, but it is not explicit advertising.

Neither do we unfold our proposition when we fill our space with irrelevant pictures or words. Explicit advertising—the kind that unfolds a proposition—is the analytic kind, the kind that separates the whole into parts, and lets the reader see and know about these various elements.

When advertising is explicit it possesses the virtues of honesty and candor, for it has no disguised meaning or reservation.

It is definite, and open. It unfolds the nature of your goods and of your proposition, and it is

too clear to be misunderstood. Furthermore as in logic, it brings out your meaning in words.

Herbert Spencer, in his famous essay on the philosophy of style, says in effect that the best style is that which conveys your meaning to the reader with the minimum effort on the reader's part.

Note that he does not say in the fewest number of words.

One word of many syllables would do more to confuse a boy of ten years than would 500 simple words with which he is readily familiar.

Neither few words nor many make good advertising of themselves. It all depends upon whether you are making the truth *known*, whether you are putting your story before your readers in a thoroughly understandable and interesting way. If you can tell your story in twenty words, anything additional is mere verbosity, and as such is inexcusable.

On the other hand, length never defeated the purposes of a really good advertisement. So long as your advertisement can sustain the reader's interest, it is never too long. No man is ever too busy to read what interests him, no matter how long the story may be.

Gentlemen, when the first of our competitors can show us that he actually sells automobiles with 200-word copy—yes, 500-word copy—we shall fall into line without ceremony or delay. We are not addicted to length because we like labor, but because we have found that a few brief and glittering oratorical sentences will not sell motor cars.

Let me add this: If all the merits of any particular automobile can be explicitly told in 500 words, that particular automobile is one that I have no desire whatever to advertise.

A chief objection to suggestive advertising of the general publicity type is that it withholds too much, keeps too much in reserve. For instance, when the price is not stated, the natural inference is that it is either too low for the goods to have quality or too high for me to reach.

Only the other day I heard a case in point, relating to show window advertising, which in itself is a considerable branch of advertising endeavor.

A young man observed in a haberdasher's window a scarf pin that he admired very much. When pay day came he walked back and forth in front of that window several times. The pin carried no price tag. It might cost \$5, perhaps \$10; at the outside \$20 would buy it. But it was a fine pin and the young man wanted it, so he walked boldly into the store and pointed out the pin he wanted, only to be humiliated beyond measure when told that its price was \$200.

That young man was at once turned from a prospective customer into an enemy of that storekeeper. He had been hurt through the dealer's negligence, if not through misrepresentation. Had the price been displayed, he would have passed up the pin without a second thought or loss of time. But no price was stated, the pin looked inviting, he wanted it, he spent time in admiring it, and he went into the store to possess it, only to find it utterly beyond his reach.

Confidence in advertising, in advertisers and in advertised goods is the thing needed this minute to make advertising effective and profitable, and we can help build up that confidence by being explicit in our advertising copy.

"What is it about So-and-So's goods that causes him to withhold information," may well be asked of every general publicity advertiser.

What is he trying to conceal? Are his goods out of date that he seeks to give me a vague general impression rather than explicit knowledge? Does he merely wish me to come-on into the hands of a smooth salesman who will explain many defects in his goods, or who will sell me something that as a matter of fact I don't want?

Gentlemen, the burden of proof is distinctly upon the general publicity advertiser, the vague advertiser, the glittering generalities advertiser.



We were talking over the "move PRINTERS' INK has gotten on itself" for some time past when one of our friends who hands out hot ones occasionally said:

"I've been reading those UTICA SATURDAY GLOBE talks of yours that have been running in P. I. since before somebody 'struck Billy Patterson.' Why don't you put some meat in 'em—say something worth while?"

When we had carefully readjusted our ruffled pride, (editorial "we") we meekly asked what he thought we should say. Here is what he said:

"Why, just put it this way: Any manufacturer of staple goods—things that are used in the home, you know, who has a distribution, or wants a distribution, or ought to want a distribution in those hustling, humping, jumping York state and New England towns—is a darn fool if he doesn't speak to that hundred thousand or more homes the GLOBE reaches. Why, how many little daily papers would it take to get anything like the hearing that he can get through the GLOBE. Then just stop to figure the cost—What did you say the GLOBE's rate is? 50c an agate line—yes—that's \$7.00 an inch. Well, the GLOBE reaches more people—more of the right sort, than a hundred little dailies or weeklies in that section—and stays around their homes for a week, too; don't forget that. Why, the GLOBE used to pull like a yoke of oxen, even years ago when I was handling the _____ business. Put some meat in your talks."

And we told him we would.

SMITH & BUDD CO.

Advertising Representatives

THE UTICA SATURDAY GLOBE

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

For the market place is filling with advertisers who have nothing to conceal, who have nothing to be ashamed of, who want the public to know what they have to sell, how it is made, and what it is worth. And these advertisers, gentlemen, are getting so firm a hold upon public confidence that very shortly the general publicity advertiser will wake up to the discovery that he is squandering his money.

There are advertisers who do not want to be bothered with inquiries. These men spend vast sums of money to create a sentiment in favor of their goods, and then rest on their oars, permitting every opposition that is at work to have free and unrestricted swing against them.

The advertiser who solicits direct inquiries and responds to them in a courteous and intelligent manner can establish a direct bond of interest and sympathy between himself and the consumer; and it is possible to make that bond so strong that indifferent salesmanship in the retail store or the opposition of competition cannot readily defeat it.

In other words, when a manufacturer shows that he has the consumer's interest at heart, that feeling is reciprocated; and woe betide the substituting dealer who butts in upon it.

The vague publicity advertiser skates on thin ice. He flashes his name at you and imagines that he is winning your interest, perhaps your trade. He doesn't tell you why you should pass up all other goods and buy his; he just simply creates an indefinite impression in your mind that he is on earth.

Let's see how it works out. You know nothing definite about his goods; you have an idea they are desirable. Sooner or later you start out to buy goods of that kind, and you ask the salesman for this particular make. The salesman has none in stock. But he knows (if he is at all wise) that you have no particularly good reason for wanting that especial brand, and before he is finished with you if he is clever, he has convinced you that this advertiser

has nothing of exclusive merit to offer you, that some other brand is a whole lot better, for abundant reasons which he is able to give you; and in spite of all the vague impressions in your head, you can't think of a single valid reason why you should prefer those vaguely advertised goods to this other brand which the salesman so frankly explains to you.

The advertiser who goes direct to the public with his story, who tells it comprehensively and enthusiastically, fortifies the public against substitution, by giving the consumers a reason for the faith that is in him.

Explicit copy inspires the reader's confidence in your goods.

It shows your faith in your product, and your willingness to lay all your cards on the table, face up, and your desire to win the reader's patronage.

It supplies the reader with sales arguments first hand, and puts him in possession of facts which your competitors must overcome before they can win that reader away from you.

It supplies the reader with facts when he is in a receptive mood, away from hubbub and turmoil, so that these facts may sink into his mind and become part of his convictions.

It supplies the reader with facts that are so obviously true that when your salesman does reach the prospect, these two meet on common ground, and the sale is therefore brought much nearer completion than when the entire burden of telling the sales story is upon the salesman.

It supplies the reader with facts that even poor salesmanship cannot defeat.

It supplies the reader with facts in a more logical and convincing manner than is possible when a salesman presents them in person, for in conversation there are many interruptions and side remarks that tend to defeat the effectiveness of the salesman's presentation.

It supplies the reader with facts that put a dealer in bad when he tries to palm off something "equally as good."

"Please Pass the Cream"

You know the difference between cream and milk.

You know that cream is the choicest and highest priced product of the farm.

You know that the farmers that sell cream every day are the most prosperous, most progressive, and *always have money.*

You know that these cream farmers are the leaders in every agricultural community—the automobile fellows.

The fact that Kimball's Dairy Farmer is the trade magazine of more than 40,000 of these "cream" farmers, accounts for its following percentage of gain in advertising during 1909 over 1908:

January.....	68 $\frac{1}{3}$ %	July.....	53%
February.....	99 $\frac{1}{2}$ %	August.....	162%
March.....	94%	September.....	50%
April.....	96%	October.....	46%
May.....	74%	November.....	46%
June.....	50%	December.....	87%

Average gain for year 1909 over 1908, 77%.

These figures and a copy of this handsome magazine in the hands of any thinking business man are sufficient to get his advertising if he has a *high-class* proposition.

Kimball's Dairy Farmer readers are the high-class, intelligent "cream" farmers in all the term implies.

It is not an ordinary farm paper—it's a magazine for the leaders.

KIMBALL'S DAIRY FARMER, Waterloo, Iowa

JOHN ANDREWS, *Manager.*

New York: Fisher Special Agency, 150 Nassau St.; Chicago: Tayler & Billingslea, 626 First Nat'l Bank Bldg.; St. Louis: A. D. McKinney, Third Nat'l Bank Bldg.



A young man now well up in the publishing world, whom the writer has known since his "kneepants days," when he worked in the mailing room of *Grit*, recently quoted a magazine publisher's statement to the effect that the "*Saturday Evening Post* had stolen *Grit's* opportunity" some years ago.

And I laughed and laughed—"stolen *Grit's* opportunity"—for my mind went back to the time when, in my own "paper collar days," I, too, had worked on the *Grit*.

I recalled vividly the personality, the individuality, the singleness of purpose of the man who created *Grit*, who made *Grit*, who is *Grit*, or, perhaps, more correctly speaking, who *Grit* is.

I know the quality of mind and soul that has held *Grit* ever in the line of common sense, a paper for the plain people; an example of rugged honesty; a power for good. Non-political; non-sectarian; but affirmative in all those positive qualities that make for good citizenship, regardless of race or creed. And I saw *Grit* grow from a week-end edition of a little inland city daily whose entire issue could be carried downstairs at one time by the manager and the editor, to

A WEEKLY AVERAGE OF 226,178 copies

and going into over 12,000 of the towns and villages of the country, no big cities, all delivered by its own carriers and boy agents, at a uniform price of five cents a copy.

To the young man I said: "Wasn't it mean of the *Saturday Evening Post*?"

J. B.

SMITH & BUDD CO.
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Third Nat'l
Bank Bldg., St. Louis.

ADVERTISING AND THE NEW YORK WEARING APPAREL SHOW.

PROMINENT ADVERTISERS IN IT—A LOT OF NEW ADVERTISERS—200-PAGE CATALOGUE—ADVERTISING AGENTS HAVE BOOTHS—DEMONSTRATION OF STYLES—SHOW TO BE GIVEN IN CHICAGO.

Those whom Montague Glass's absorbing stories of the cloak and suit business in the *Post* have not yet convinced of the fact that a whole separate world of business and human interest lies in the wearing apparel field were certainly finally convinced if they attended the Wearing Apparel Show at Madison Square Garden, New York, January 19-26th.

No sooner were you inside the door when you come upon young men stunningly dressed, beautiful young ladies advertising certain well-known garments; and you saw a vista of booths displaying things which would have made Beau Brummel exclaim with delight.

Up in some star chamber of the famous Garden was a beautifully draped room, to which only the favored professional few were admitted, where *Nugent's Bulletin* had four beautiful models display in dazzling succession the various wonderful spring styles.

As an advertising event the apparel show was a most interesting performance. It was conducted distinctly with the advertising idea in mind, and some of its chief sponsors are well-known advertising men. Sherman & Bryan, advertising agents, published the official programme, had a booth in the show and were prime movers in originating and carrying through the scheme. The H. Sumner Sternberg agency also had a booth, and both used the show as an educational demonstration to apparel manufacturers of the value of advertising.

There were a large number of very well-known apparel advertisers with interesting exhibits. Cluett, Peabody & Co. had a real

automobile there with a young man, a perfect replica of its well-known illustration for ads and car cards, sitting on the machine. Holeproof Hosiery, Everwear, Knotair, Kenyon Coats, Alfred Benjamin, College Brand Clothes and a long list of clothing makers and advertisers (together with many who have never advertised) were there.

Every taste and every purse were catered to, and some quite interesting suits were displayed as belonging to the "\$7 range, \$10 range," etc.—a method of referring to them which made some visitors get the clothes confused with stoves.

One of the interesting exhibits was a huge book, an enlargement of *Men's Wear*, the apparel magazine. All the ads and articles were reproduced in large size, and were read out loud at intervals.

The show was managed in a thoroughly live manner. The *Show Booster*, a house organ printed every day during the show by Sherman & Bryan, was kept full of live and witty things, and large numbers of worth-while visitors were entertained. The exhibits ranged all the way from silk neckwear to lingerie, though most of the goods displayed were men's wear. The show demonstrated the large number of apparel makers who are more and more coming to appreciate the value of modern advertising methods. A number of new apparel advertising accounts are to start in the next year.

The wide scope of the show and its live advertising interest is shown in the fact that the official catalogue (an unusually fine piece of printing and designing) contained 200 pages and carried a large volume of advertising—much of it from concerns heretofore indifferent to advertising.

Many advertising men were visitors. The *New York Mail* had its own booth. The show will be given in Chicago March 2-9.

The Tomer Advertising Agency is placing 112-line copy in New England papers for an out-of-town campaign of the *Boston Traveler*.

The South is Buying!

Are YOU Getting YOUR Share Mr. Advertiser?

The value of the crop of cotton and cotton products in the South for the season at prevailing prices is between **NINE HUNDRED MILLION** and **ONE BILLION DOLLARS**—by far the most valuable in the history of the South.

In the Memphis territory the increased profits over ordinary years is all the more marked because the crop in the section tributary to Memphis was far above the general average.

THE MEMPHIS NEWS SCIMITAR GOES TO PEOPLE WHO HAVE MONEY TO SPEND.

You can't cover Tennessee, Mississippi, Arkansas and the city of Memphis without the South's great evening daily.

The Memphis News Scimitar

PAUL BLOCK, Inc.
Advertising Representative

290 Fifth Avenue . . . New York
310 Hartford Building . . . Chicago
24 Milk Street . . . Boston

500 replies in 5 months from 54 line Sew. Mach. adv.

ADVERTISERS say that the Sewing Machine is one of the most difficult articles to advertise successfully, for direct returns.

Yet one of our Advertisers received five hundred replies in 5 months from a single insertion of a 54-line Sewing Machine advertisement, and he reports a very satisfactory percentage of sales from these replies.



Home Life made this showing on a *slow commodity*. What do you think it does on the *live ones*? This magazine, edited for the great middle class, has as its field two-thirds of the entire population of the United States.

And *our* readers buy twelve issues in advance. *They* don't pick up a copy on the way home one month, then some other publication next month.

Home Life is delivered by Uncle Sam's carriers right into their hands, every month. They expect it, they watch for its coming, and they read it *in the quiet of their own homes*.

They are the people who buy advertised articles, and *who get what they ask for*. I can give you some remarkable evidence in proof of this statement. A postal will bring them.

Home Life

D. W. Gaylord, Adv. Mgr., Chicago, Ill.
L. R. Wasson, Eastern Manager, New York

HYSTERICAL RETAIL MERCHANDISING AND UN-TRAINED SERVICE.

MEMBER OF THE JOHN WANAMAKER BUYING STAFF TALKS ON "HYSTERICAL MERCHANDISING"—TOO MUCH ENERGY DEVOTED TO SECURING GOODS THAT CAN BE SOLD UNDER PRICE, AND NOT ENOUGH TO TRAINING EMPLOYEES.

"It seems to me that there is too much hysterical merchandising in this country, and I am convinced that many of the public's grievances against department stores are due to it."

This definite opinion was expressed to PRINTERS' INK by R. M. Helmer, of the John Wanamaker buying staff, who has long been prominently identified with retail merchandising. He is thoroughly familiar with conditions both at home and abroad, and his studies and observations have caused him to reach some interesting conclusions.

"Many houses," he continued, "work on the theory that it is useless to advertise any merchandise except special underpriced offerings. This method steadily pursued has developed the bargain mania to such a degree that it has brought about hysterical advertising and exaggerated values. The natural result has been to lessen the confidence of the public in much of the department-store advertising."

"Taking department stores generally, the trouble is that too high a percentage of energy is expended in obtaining merchandise which can be advertised at less than usual prices. In consequence, many features of vital import to the most successful merchandising are neglected. One of these features is the proper training of employees. The lack of such training, resulting in absolute inefficiency of service, is the crying evil of the modern department store. Not only is this important matter neglected in the hysterical rush for goods which can be advertised at bargain prices, but some department store managers

seem to have the idea that the merchandise sells itself and that the efficiency of employees is only a trifling affair.

"Herein lies the greatest weakness of department stores. They have well-trained people for their executive staffs, their advertising department, their delivery and receiving sections. But when it comes to the people whose duties bring them into actual contact with customers, they are untrained and, therefore, inefficient.

"Think of the effect this has on customers. The latter know nothing of the organization itself. Their impression of the house is gained from the salespeople exclusively. Yet they are compelled to look for the right kind of attention from people who have never been trained to give it.

"Isn't it a singular policy to depend on highly-trained experts to provide the merchandise to be sold, and untrained employees to sell it? It certainly looks as if the brains of these organizations were devoted to every feature of the business except the one feature of seeing that the customer is well treated.

"An ideal retail establishment is not one in which so-called bargain prices are the dominant note. That is, sane merchandising does not consist in using all the best brains and energies of the organization to secure goods which can be sold under price. As a matter of fact, the true bargain is a matter of occasion rather than of goods. It is the offering at a lower price of merchandise which is good value at the regular price simply because circumstances make such an offering advisable. The few large stores operating on this principle use all their buying ability to obtain the best goods in each grade at a cost which will permit of a selling price that makes them the highest possible values. Then, when occasions arise, these same goods are offered at still lower prices, constituting true bargains. In stores of this character customers are never disappointed by the inferior quality of bargain-priced goods. Further, as such stores do not depend on bargain

offerings for their trade, they are able to give more attention to the selling end. A large proportion of the training and ability which would otherwise be devoted to securing merchandise to be sold under price is devoted to taking care of the customer. This method is in contradistinction to the hysterical form of merchandising to which is attributable most of the complaints made by department store patrons.

"There can really be no comparison of the methods used abroad with those in vogue in this country, because they are radically different. In London, for example, the salespeople are well trained, it is true; but they are trained to *sell* merchandise, whereas in America they should be trained to *show* merchandise. Put a corps of London salespeople in an American store and you would probably drive away your customers.

"When you enter a London store you are at once regarded as a customer. When you enter an American store you are not regarded at all—it is your privilege to wander around at your own sweet will, to look at merchandise and to buy or not, as you wish. In London it is assumed that you enter to buy. Of course, there is a slight modification of this attitude in stores where American women shop; nevertheless, it is the fundamental policy. In short, while the London salespeople are trained to their work and customers get more attention than they do here, it is not the kind of training or attention that would go in an American store. Here the ideal method is to handle customers so they can't see the wheels go 'round. If they want to buy there should be a trained salesperson ready to wait on them immediately, but they should be left free to wander and to exercise their own pleasure.

"If the merchandise is right, and if it is shown by trained people, you can put it down as certain that sales will be made whenever sales are possible. There would be no use in introducing here the English system of forcing sales

Little good could come of a policy of persuading a woman to buy what she really doesn't want when she has the privilege of returning her purchase.

"The whole contention is that it is a mistaken policy to train people to do everything except wait on the customer. As was said before, few department stores make any effort to train their salespeople, and it is doubtful if more than a small percentage of those who do go further than to train them to follow the mechanical system. The person who comes in actual contact with the customer represents the house. It is unwise to have this official representative untrained and inefficient."

PITTSBURG STATIONERY FIRM TO ADVERTISE NATIONALLY.

PITTSBURG, PA., Jan. 17, 1910.

Editor of PRINTERS' INK:

I wish to announce that I have secured the account of A. W. McCloy & Co., of Pittsburg, one of the largest stationery and office supply houses in America. This company proposes to do away with all limitations on their advertising campaign. In the past they have spared no expense in making known their merits through the excellent medium of advertising, but the field will no longer be restricted to Pittsburg. It will be carried to every large city in the country, demonstrating the leading qualities of the McCloy house.

It has been the McCloy custom to issue a "house organ." It has been a most successful venture, the little magazine, with its entertaining stories and technical features, gaining wide popularity. The growth of this organ has gone forward with leaps and bounds and it is now to be given general publicity throughout the country. It will be exploited in newspapers and magazines, the campaign being carried on with an unusual thoroughness.

Newspaper advertising has been indulged in by A. W. McCloy & Co. in an elaborate fashion in the past. The house is known throughout the country as one of the largest and best. But this general knowledge of the company is to be supplemented by additional details which will make known to the consumers at large just why A. W. McCloy & Co. have attained to their present pinnacle of success. Printers' ink is not to be spared in the newspapers and magazines of the country. The house organ will be continued along even broader lines and the name of this successful Pittsburg concern will be carried to the public everywhere.

G. P. BLACKISTON.

Caleb Davis has disposed of the Louisville (Ill.) *Republican*, of which he has been editor and publisher, and has purchased the Sparta (Ill.) *News*.

Careful Reading

is what you want. The chances of having your advertisement answered are greatly increased if the publication containing it is carefully read.

That is where a semi-monthly has a distinct advantage over a weekly. There is time between issues for careful reading.

Remember

Farm, Stock AND Home

MINNEAPOLIS, MINN.

is now the only semi-monthly agricultural paper in Minnesota.

Remember FARM, STOCK AND HOME has the lowest advertising rates of any northwestern agricultural paper.

Forty to Thirty-six cents per line, depending on space used in one year. Full page \$265.00. Over 100,000 circulation.

A DRUGGIST'S COMMENT ON GENERAL AD- VERTISING.

WHAT A DRUGGIST THINKS OF BEING
ASKED TO PAY FOR PROPRIETARY
ADVERTISING MATTER—RELATIONS
OF THE TRADE TO THE GENERAL
ADVERTISER—GETTING THE DRUG-
GIST'S CO-OPERATION.

By Frank Farrington.

Some weeks ago Mr. Horr, of the Oakland Chemical Company, makers of Dioxogen, described in *PRINTERS' INK* the company's plan for interesting the dealer in its goods to such an extent that he would feel the desirability of making proper use of the advertising matter it supplies.

Mr. Horr's ideas are sound and the "co-operation offers" which he describes are based on the right principle.

It does seem unwise for a proprietary concern to turn over to the druggist some five or ten dollars' worth of printed matter upon the strength of an expenditure upon his part of say two dollars. Still, the druggist cannot be blamed for being mighty conservative when it comes to investing in a proprietary article the sale for which has yet to be created.

Whenever a new line of these goods comes into the market, or whenever a standard line sets out to develop new territory, the struggle with the retail druggists must be taken up and they must be interested.

It has been my own experience that most of the new concerns are ready to put sufficient advertising into the dealer's hands. As a druggist, I have never yet found a proprietary concern unwilling to help me to the best of their ability with printed matter. The trouble that has come from lines that did not sell was not the lack of printed matter, unless in the case of some concern that was on its last legs when it contracted with me, but from lack of the right quality in the printed matter.

I have stocked a new line of remedies several times to the extent of about twenty dollars' worth

of goods when I knew that the manufacturers were contracting for local newspaper advertising that cost them in excess of that sum. I have accepted quarter or half dozens of new remedies and had printed matter with them that cost them more than they received on that initial purchase.

The fact that a large proportion of these new lines have failed to sell and have remained on my hands practically dead stock until forced out of stock by heroic methods is not due to the small size of my own initial order or to any lack of generosity on the part of the makers. It is due to the poor quality of the printed matter supplied.

Mr. Horr condemns wholesale druggists for their failures to use the advertising matter sent them free. Mr. Horr has not seen as much of that advertising as I myself have seen in the last twenty years. Probably hundreds of pounds of booklets, show cards, almanacs, folders, counter wrappers, etc., have come into our store and have gone into the waste box for no other reason than that their quality was such that no self-respecting store would want to hand them out to the trade or insert them in packages.

There have been booklets that talked of diseases in too plain a manner, discussing them in ways that made the literature very undesirable to place indiscriminately in the parcels going out, because it would, in many instances, offend either the person receiving it or cause a careful parent to object to having a child find such matter in a package. All this printed matter must be placed in parcels because nowadays no one will accept and carry it home as a separate article. Advertising matter is too common. Mr. Horr or I, in running a store, might stand behind the counter and exercise such discretion in wrapping in advertising that almost anything could be used without fear of offending. But in the majority of stores there unfortunately must be clerks, and those clerks lack both time and discretion to do as we ourselves might do.

All that applies in the same way to almanacs and folders, though almanacs are usually sufficiently general in character to be safe for promiscuous distribution.

Counter wrappers are usually of such poor stock that they are worthless for wrapping up anything, and in the instances where they are of clean white paper they are heavily printed upon one side and even wrapped with the printing inside they do not make a white parcel. Druggists are, or at least should be, very finicky about the appearance of their parcels and packages.

Show cards are often such poor examples of color work that I have wondered that any one could have the courage to send them out. Then, too, they are many times of a sort of picture that is fit more for a bar-room than for a drug store.

There are good show cards, show cards that are very artistic. As a rule they have not the least particle of selling value when hung up. In my own humble estimation, the show card, meaning the artistic picture affair that the druggist is expected to hang up "in a conspicuous place," is rarely of the slightest value. It is too much picture, too hard to read, too general in character, or too something else to act as a silent salesman. My opinion in this matter is simply derived from rather careful observation in the use of cards for many years.

The cards that I value, the cards that seem to help make sales, are those printed carefully in good black, on white stock. Such cards have a look of class that no picture has and they drive home at a glance a point that no picture can impress as strongly. They tell what people want to know—what the goods are and how much they cost.

Such cards certainly have the merit of costing less than the picture hangers, and if they are of heavy cardboard they have a long life. The druggist who is alive to the present day situation is anxious to make his store distinctive. He cannot do so by covering the walls with the same hang-

ers that every other druggist has. The first man to get a handsome big picture hanger and put it in his window may do the maker some good, but he will probably keep his active competitors from putting the same thing into their windows.

One point I am anxious to make in favor of the druggists who are accused of the reckless destruction of free advertising matter is that most of such matter is sent them without any request upon their part, and many times it refers to goods that they do not carry in stock and have no demand for. It is almost too much to expect that because a dealer gets a handsome card he will at once order some of the goods just so that he can use the card.

Personally, I have had show card matter come in that I knew cost good money and was really very pretty but was of no value because it advertised a line of goods that have no sale in my section. The indiscriminate mailing of such advertising must result in a tremendous waste.

In addition to advertising mailed unsolicited to dealers who do not carry the goods, much of it is mailed to dealers who make it a rule not to display or distribute advertising of any kind of proprietary lines on account of the comparatively low percentage of profit on those goods, particularly in cut-rate localities.

Personally, I have made it a store policy not to give up windows to any sort of patent medicines except those which I control in my locality. The variety of the stock in the average drug store is so great that there is no need for the druggist to get up window displays or push, in any way that calls for expense on his own part, goods on which he does not make a reasonable or even a fairly large profit.

I do not mean to be understood as fighting the efforts of the general advertisers—at least, no more than by keeping profitless goods out of sight and displaying those which I control. On the contrary, I believe in handing out the goods asked for with a little ju-

icious salesmanship in some cases in favor of sole agency goods. And I distinctly believe in, and have many times recommended in trade journal contributions, that the retailer get in line and get the benefit as far as possible of the big advertising campaigns which depend upon him as a distributor.

Going back to almanacs, let me say that of all the kinds of printed matter sent us for distribution almanacs and calendars are the only kinds that the public come in and ask for and then take home. In this connection I believe that calendars are only valuable for their general effect. They do not make direct sales.

There are many cheaply made almanacs; that is, cheap in stock and presswork, such as Hostetter's, Ayers', Herrick's, Jaynes', Morse's and plenty more. They appeal to the farming class especially, and they deliver the goods, or at least sell them. We give away on requests perhaps a thousand each year in December and January.

Why not an almanac on book paper, illustrated with some good half-tone work, made to advertise such a line as Colgate's, for instance? People have a real use for an almanac. A calendar does not take its place. Neither do the bulky reference almanacs. Once upon a time Ayer's almanac was offered to the public at ten cents instead of being given away free. It did not seem to be improved in quality noticeably and its failure is now a matter of history. I would not recommend the attempt to get money for an advertising almanac.

Many druggists have the idea that the proprietary man is their worst enemy. They consider that his hand is against them at every turn. Since the proprietary man cannot expect any permanent success if his goods are a failure as a profit maker for the retailer, this idea is in the main erroneous. Still, plenty of manufacturers are not trying to work together with the dealer. They are trying to force him to handle their goods, forgetting that flies are to be

caught with molasses rather than vinegar.

The compulsory policy is one that will never work for long with any class of American citizens. It makes enemies instead of friends, and the time is coming, if it is not already here, when the proprietary man will need friends. Advertising is very powerful, but it will not do everything, and, anyway, the greatest success is to be secured along the line of the least resistance.

You big advertisers have already made an enormous demand for your goods, perhaps. Your business is a success. But did you ever stop to figure on how much greater a success it might be?

Your goods are sold by druggists all over the country. There are some 45,000 druggists in the United States. Perhaps 35,000 of them handle your line. Of that number you are extremely fortunate if five thousand are enthusiastic over it, and are pushing it reasonably hard.

If you could make all those druggists your friends; if you could interest 45,000 druggists in your product to the extent of making them like your house and want to push your goods, can your imagination reach to grasp the altitude to which your sales would jump in the first year?

Even those active 5,000 would double their sales, and the other 30,000 would equal man for man the first 5,000. One year of such a business would enable you to retire for life.

If you can make one druggist interested in your line and enthusiastic about it, you can make any druggist interested in it, provided you know how to approach the individual. But even rough classification of dealers, followed by proper methods and proper treatment, can be made to bring a majority of the dealers over to your side.

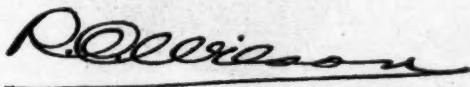
There are enormous possibilities ahead for the houses that discover the road to actual friendship with the mass of retail druggists. Much detailed effort will be required to bring about the desired condition, but consider the results!

GROWTH

Since the enlargement of THE AMERICAN MAGAZINE, starting October, '09, we have increased 56,711 paid-in-advance subscriptions.

This increased service may be had for the coming year at no increase in cost to the advertiser on contracts starting with the March issue. The March issue will be over 320,000.

January 31st is the last day on which the old rate of \$280.00 per page may be secured.



THE PHILLIPS PUBLISHING CO.

341 FIFTH AVENUE, NEW YORK

153 LA SALLE STREET, CHICAGO

Let the Record Speak for Itself

The circulation of **Successful Farming** last season and this is shown in the following tables:

Sept., 1908.....	300,000 plus	Sept., 1909.....	403,000 plus
Oct., ".....	330,000 "	Oct., ".....	460,000 "
Nov., ".....	370,000 "	Nov., ".....	440,000 "
Dec., ".....	330,000 "	Dec., ".....	444,000 "
Jan., 1909.....	380,000 "	Jan., 1910.....	450,000 "
Feb., ".....	380,000 "	Feb., ".....	est., 475,000 "

The size of the paper published by **Successful Farming** last season and this is indicated in this table:

Sept., 1908.....	32 pages.	Sept., 1909.....	48 pages.
Oct., ".....	48 "	Oct., ".....	64 "
Nov., ".....	48 "	Nov., ".....	64 "
Dec., ".....	40 "	Dec., ".....	80 "
Jan., 1909.....	56 "	Jan., 1910.....	80 "
Feb., ".....	72 "	Feb., ".....	96 "

The cash advertising carried by **Successful Farming** last season and this is shown by this table:

Sept., 1908.....	\$8,000 plus	Sept., 1909.....	19,000 plus
Oct., ".....	15,000 "	Oct., ".....	26,000 "
Nov., ".....	14,000 "	Nov., ".....	24,000 "
Dec., ".....	12,000 "	Dec., ".....	31,000 "
Jan., 1909.....	16,000 "	Jan., 1910.....	31,000 "
Feb., ".....	23,000 "	Feb., ".....	est., 40,000 "

500,000



GUARANTEED for MARCH

SUCCESSFUL FARMING - Des Moines, Iowa

Grand Champion SWEEPSTAKES SPECIAL For March

SUCCESSFUL FARMING owns the best ten ears of corn in all the world. They cost us \$335, or at the rate of \$2,345 a bushel.

Successful Farming owns the best ear of corn grown in each of the following states, comprising "*The Great Wealth-Producing Heart of the Country*," which is *Successful Farming's* territory:

Iowa, Illinois, Indiana, Missouri, Kansas, Nebraska, Oklahoma, Wisconsin, Michigan, Ohio, North Dakota, South Dakota and Minnesota.

These best single ears in each state we bought at prices ranging down from \$160 for the best ear in Iowa, which is at the rate of \$12,800 per bushel.

Every farmer in the Corn Belt ought to know about how these ears were raised. Thousands of them will see this identical corn during the next year at *Successful Farming's* Corn Shows in various counties throughout our territory, "*The Great Wealth-Producing Heart of the Country*."

A HALF MILLION FARM FAMILIES

will read the story of this corn in *Successful Farming's Grand Champion Sweepstakes Special for March*. We shall exceed our guarantee of 400,000 by at least 100,000 copies. No advertiser who wants to reach the most progressive farmers in the central West can afford to miss this issue.

ONE HUNDRED PAGES THE LIMIT

We have decided to limit the issue to 100 pages. When we have received contracts, cuts and copy to fill the space allotted to advertising in these 100 pages, we shall not accept any more contracts for that issue. It will certainly be over-sold, and we are running this special advertisement for the express purpose of saving our friends the disappointment of missing this great, big, special issue. Do not wait until you make up your regular list. Get your order, copy and cuts through *now* so that you will be sure to be in *Successful Farming's Grand Champion Sweepstakes Special for March*.

SUCCESSFUL FARMING

Des Moines, Iowa

COMFORT'S Advertisers will When the Flood-Tide of Business



SUBSCRIBER: "Thanks for returning my COMFORT,—you know I keep a file."

NEIGHBOR: "Thanks for loaning it. I have just subscribed, and hope I'll be in time to get the Household Number, too."

March COMFORT will be the Strongest and Largest

will be on the Crest of the Wave reaches High-Water Mark in March

Cut Illustrates two Important Facts in regard
COMFORT'S Circulation which Contribute
to its Value as an Advertising Medium:

1. *COMFORT is read by many more than the million and a quarter families to which it is mailed direct each month, because it is largely borrowed by the neighbors in the small towns and rural communities wherein it chiefly circulates.*

2. *By this means hosts of interested new subscribers are won who voluntarily seek it with no inducement other than the merits of the paper itself. COMFORT'S subscribers are not premium-won.*

Home-Furnishing COMFORT, The Household Number for March,

which the thrifty housewives, most opportunely, on the eve of the spring house-
cleaning, renovating and furnishing season, and will engross their attention with its
hints on the subject then uppermost in their minds.

Bigger and Better than the Best

largest that we have hitherto issued, March *COMFORT* will contain a
compendium of instruction in housekeeping, teaching new uses of standard articles,
labor-saving appliances and modern utilities in all that pertains to the home.

Because of Its Permanent Value

household reference manual in all departments of domestic economy, after being
re-studied and loaned to the neighbors, our Household Number for March will
be carefully preserved for future reference.

*If you sell to the Consumer, or to the Trade, Anything
Usable in the Home, March COMFORT is your
Golden Opportunity to Advertise.*

For close Feb. 15. Order early through any reliable Agency, or send direct to

NEW YORK OFFICE:

1635 Marquette Bldg.

W. H. JENKINS, Jr., Representative

W. H. GANNETT, Pub., Inc.

Augusta, Maine.

CHICAGO OFFICE:

1635 Marquette Bldg.

FRANK H. THOMAS, Representative

and Largest Puller for General and Mail-Order Ads

A Record Year

In CIRCULATION and ADVERTISING

**The largest in the history of the
NEWARK EVENING NEWS**

Circulation gain: 1,196 copies daily, net paid, over 1908.

Advertising gain: 858,990 lines of paid advertising over 1908.

Net daily average circulation for the year 1909 was 67,631

Newark Evening News

**The Home Newspaper
of New Jersey**

The following statement shows the total number of agate lines published by the New York newspapers (exclusive of Sunday editions) as compared with the Newark Evening News:

Newark Evening News, 8,238,780 lines

New York World.....	6,621,870	lines
Brooklyn Eagle	6,264,730	"
New York Times.....	5,185,767	"
New York Evening Journal.....	5,154,296	"
New York Telegram.....	5,059,072	"
New York Herald.....	5,020,451	"
New York Evening World.....	4,944,686	"
New York American.....	3,920,682	"
New York Evening Mail.....	3,865,550	"
New York Globe.....	3,412,981	"
New York Evening Post.....	2,731,298	"
New York Sun.....	2,653,297	"
New York Evening Sun.....	2,342,871	"
New York Tribune.....	1,999,915	"
New York Press.....	1,775,777	"

Home Office: 215-217 Market Street, Newark, N. J.

EUGENE W. FARRELL, Assistant Gen'l Mgr. and Advertising Mgr.

O'Mara & Ormsbee,
General Advertising Representatives,
Brunswick Building, New York,
Tribune Building, Chicago.

F. C. Taylor,
New York Representative,
Brunswick Building, New York.

general way Sears, Roebuck & Co., the great Chicago mail-order house, is using an intimate semi-fiction style of copy to arouse interest.

The Singer Sewing Machine Company has been running some

**You Can't Hold This
Safety Razor Wrong**



The blade meets the face at just the right angle for a clean, comfortable shave. Hold the



**KEEN KUTTER
Safety Razor**

so that it will shave *at all* and it **MUST** shave exactly right. It is the one *Safety Razor* that will give a fine, good, close shave entirely free from regens. Keen Kutter blades have the famous Keen Kutter temper and quality—hard enough to hold their edge—thick enough to prevent vibration and jumping over the beard. Satisfaction or money back.

10 Shaveproof Head Blades in every set.
No. 2—Silver Plated to prevent black leading. Can. 25c
No. 2-1/2—Gold Plated to prevent black leading. Can. 35c

If not at your dealer's, write us.
"The Satisfaction or Money Back" policy after the first 10 shaves. No. 2, 2-1/2, and 3-1/2.
The Keen Kutter Company, Inc.,
210 South Dearborn Street, Chicago, Ill.

most interesting copy in rural mediums—better copy than is usually seen anywhere for Singer goods.

The N. K. Fairbank people are making a bold effort to stalk the lard user in his very den with some particularly pointed copy and picture, putting the issue squarely before women.

These are but a few of the many campaigns running now—copy for which comprises some of the very best advertising being published anywhere.

THE SEA AS AN ADVERTISING MEDIUM.

The Hotel Excelsior, of Naples, Italy, has anchored two conspicuous white buoys in the harbor, each emblazoned with the words: "Hotel Excelsior" done in big black letters. These buoys serve a double purpose, being not only an excellent ad for the hotel, but a useful anchorage for visiting yachtsmen as well.

The Boston office of N. W. Ayer & Son is placing contracts for E. F. Hodgson, manufacturer of portable houses. Special publications are being used and contracts are going from the Philadelphia office.

Red Blooded People With an Interest in Life

—they're the kind that it pays to reach—they're the mainstay of every national advertiser—they respond readily to good advertisements of good goods, and their patronage is permanent and profitable.

Gleanings in Bee Culture

is read by 35,000 red-blooded people, part of whose interest in life is the keeping of bees for both pleasure and profit. Some are professional people, some are business people and some are farmers. Through GLEANINGS IN BEE CULTURE you can reach them effectively and economically.

The A. I. ROOT CO.
MEDINA * * * * OHIO

To Cover the Coast

with absolute thoroughness you must also reach the German Catholics. They are strong out here, and their *only* paper is

St. Joseph's Blatt

which has visited them weekly for 21 years. I can show you actual, tangible proofs of the advertising value of St. Joseph's Blatt. It brings maximum results at minimum cost. Write for information.

Published by the
Benedictine Fathers

RALPH C. CLYDE, Adv. Manager
306 Goodnough Bldg., Portland, Ore.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

THE UPSET IN TOILET GOODS TRADE.

RETAILER BECOMES A MANUFACTURER—ALSO DOES HIS OWN JOBBING—HOW IT IS AFFECTING PROPRIETARY MANUFACTURERS—DEPARTMENT STORES TURNED TO—DRUGGISTS LIKELY TO FEEL PRESSURE FROM GENERAL ADVERTISERS.

By R. S. Tibbals.

The present situation of the manufacturers of proprietary medicines and toilet articles suggests the man who crawled into a hole and then pulled the hole in after him.

The "proprietary" proprietors have for the most part been very chary about dealing with the department stores. Many have refused to sell them. Others have taken the department store trade which "came without calling," being careful not to let their right hand know what the left was doing.

It must not be understood from this that the proprietary men did not want the department store business. For they did. The trouble has been with the retail druggist. Compared with the mention of "department store" to the druggist, waving a red flag at a bull is a quiet and peaceful occupation. So the manufacturers took the bird in the hand and let the two in the bush get away.

And now along comes the American Druggist Syndicate and takes away the "bird in the hand." This new druggist syndicate is giving the manufacturers of toilet goods and proprietary remedies the most damaging jolt they have ever received.

In speaking of this situation the manager of one of the largest New York toilet specialty manufacturers remarked that the A. D. S. was the most damaging trade condition that had arisen, adding that "the only big channel left to the toilet goods manufacturers is the department store."

One of the big manufacturers, when the new syndicate was mentioned, seemed to feel that, while the new element was disturbing,

their policy of inducing doctors to specify their products, insured them against any sudden loss of trade. When the close relation of doctor and druggist was mentioned, however, they admitted the probability of damaging competition.

Druggists' combinations are not new. There have been many in the past, both extensive and successful. The very fact of having been able to muzzle in part at least so enterprising a competitor as the department store is evidence of their power.

Even the idea of a co-operative association, manufacturing and featuring their own specialties, is not entirely novel. The "Rexall" remedies are an application of this idea. But "Rexall" lacks some of the strongest features of the new syndicate, and is a mole hill compared with this mountain.

It is the scope of the association and the call of the dividend which make the A. D. S. a dangerous competitor. So long as druggist combinations confined themselves to one store in a town they interfered but little with independent manufacturers.

With this new association it is different. It aspires to band every druggist in the United States into one mighty syndicate. And with 1,400 A. D. S. members in New York City alone, the present outlook certainly seems to indicate an approximation of that ideal.

But there is one trade condition the druggist seems to have overlooked—the promoting impetus given his business by the manufacturers. It would be safe to say that at least one-fifth of the general advertising appearing in the magazines and newspapers today is for the druggist's benefit.

This he will undoubtedly lose. For to believe that the manufacturer will continue to be bulldozed by druggist associations in the face of present conditions is to put the manufacturer down as an irretrievable mollycoddle. The druggist probably doesn't realize that it will take a good many times a thirty-three and one-third per cent dividend to compensate the loss of this force.

But department stores do realize it. They have had longing eyes on this publicity for years. The leading department store trade organs, the *Dry Goods Economist*, of New York; the *Drygoodsman*, of St. Louis; the *Dry Goods Reporter*, of Chicago; *Twin City Commercial Bulletin*, of St. Paul, are discussing this situation with considerable interest.

This is the one bright spot in the situation for the manufacturer. When it is considered that the merchants representing the 25,000 circulation of these papers, managed without the co-operation of the manufacturer to do fifty-five per cent of all the druggist sundries and proprietary business, one is led to wonder whether being forced to co-operate with the department store will not eventually prove the best thing that could happen to the proprietary proprietors.

A CHEESE CAMPAIGN THAT BROUGHT RESULTS.

LOUIS G. DEARMAND,
Advertising Counsel.

DAVENPORT, IA., Sept. 16, 1909.

Editor of PRINTERS' INK:

Some time ago I read the article on cheese by J. George Frederick, which has made me itch to "butt in" and have my say on a subject about which I think I am qualified to talk.

Two years ago the Wm. C. H. Heuck Company, of this city, decided to advertise a Wisconsin cheese under the name "La Finesse." There were three kinds with this name, full cream, limburger, brick. The full cream is a thirty or thirty-two pound cheese which is stamped all around the rind with "La Finesse."

Of course this allowed for substitution for many months but through short right-to-the-point ads we have overcome this evil and know that buyers now look for the stamp on the rind.

We did not give anything away, used no coupons, sent out no special salesman, nor canvassers. We just relied on the two papers here to get the business. The copy was right and we have the business. It is almost impossible to buy any other kind of cheese in this territory now. I do not refer to Edam, Roquefort and other special kinds. New York cheese has been practically displaced, only a few stores selling it and these same stores also carry "La Finesse."

We have found that because of market conditions it was not satisfactory to print prices. We do not believe in this case that we have lost anything by it. We do say, though, that "La Finesse" costs no more than "common cheese."

That this campaign has been successful is evidenced by the fact that a few months ago the Heuck Company opened another branch in Moline, Ill., and from the very start, with newspaper advertising, has increased the sales enormously in this new territory. We have lately started advertising "Heuck's Swiss," and results were noticed at once in increased sales. By



A Real Food For Growing Children

LA FINESSE Cheese is absolutely pure, full cream and easily digested.

LA FINESSE is a cheese that can and should be given growing children.

LA FINESSE Cheese does not lie heavy on the stomach, cause constipation or headaches like common cheese.

You will enjoy and relish every bite of **LA FINESSE** Cheese; then why not ask for it?

We brand a Brick and Limburger Cheese "**LA FINESSE**" and guarantee the quality to be superior to other kinds.

LA FINESSE costs no more than others.

Wm. C. H. Heuck Co.
Davenport and Moline.

judiciously spending an average of \$45 a month in three papers we have in two years caught the "people" by the palates and pocketbooks and induced them "to buy and try La Finesse cheese."

The ads we used may not be "wonders," but remember they all get down to brass tacks and have sold "La Finesse" cheese. The "people" will eat cheese, if you tell them to in the right way.

LOUIS G. DEARMAND.

COMMUNITY ADVERTISING.

Instances of community advertising are coming up in many directions. Three excellent instances of it are at hand. Mineral Wells, Tex., is placing 200 lines in twelve metropolitan dailies in the Middle West; Eureka Springs, Ark., fifty lines fifteen times in practically the same list, and Hot Springs, Ark., quarter pages once a week in fifty dailies between the Rockies and the Atlantic Coast. This advertising is being controlled by the Hilton Advertising Agency, Chicago.

An interesting little booklet has been issued containing a series of fifty advertising talks which appeared in the *Los Angeles Record* lately. These talks were written and compiled by H. E. Rhoads and M. S. Day, the general manager and advertising manager, respectively, of the *Record*.

THE POOR RICHARD CLUB'S BIG ANNUAL EVENT.

The Poor Richard Club, of Philadelphia, held its fourth annual banquet January 17th, at the Bellevue-Stratford, which everybody present agreed was one of the most interesting and enjoyable occasions ever arranged by an advertising organization.

Franklin's bust, under a drop light, and his kite and key, lent the proper historic atmosphere to the occasion, and the several hundred advertising men, newspaper men and publishers present disported themselves quite as gaily as was Franklin's wont in years gone by.

Along with the very excellently printed menu and programme was a "Joy Sheet," containing a collection of songs especially composed for the occasion, all of which were sung with relish. There was also a separate publication full of clever quips directed at members and their business. At successive times during the dinner a Scotch bagpiper in kilties, a real German band, an Italian hand-organ man, with his monkey, and a couple of gypsies in costume, with a street piano, came into the room, and were received with cheers.

The programme for the evening was quite impressive, the following being the guests of the club: Hon. Edwin S. Stuart, Governor of Pennsylvania; Hon. Leslie M. Shaw, ex-Governor of Iowa; Hon. John E. Reayburn, Mayor of Philadelphia; Stephen S. Wise, D.D., New York; Rev. Robt. Forbes, Secretary, M. E. Church; Henry Rowley, Esq., New York; Hugh Chalmers, President, Chalmers-Detroit Motor Company; Henry Clay, Director of Public Safety, Philadelphia; Morris Williams, President Susquehanna Coal Company; Dr. Wm. E. Hughes, Philadelphia.

An invocation to Poor Richard by Robert H. Durbin, advertising manager of Strawbridge & Clothier, and a welcome and a résumé of the club's very interesting history by President Thomas Martindale started the programme.

Henry Rowley, of New York, delivered a particularly interesting address on "Benjamin Franklin—Man." He pointed out what he said few historians had pointed out concerning Franklin—that one of the very great things about Franklin was that he told and wrote exhaustively of the things he thought, discovered and observed. In other words, a large part of his greatness consisted in his facility in making known what he knew and discovered. He showed the amazing range of subjects upon which Franklin wrote.

Hugh Chalmers, president of the Chalmers-Detroit Motor Company, delivered an interesting address on "Salesmen and Advertising" (reproduced in part elsewhere in this issue).

Then, Leslie M. Shaw gave his reasons against the establishment of a Central Bank; Dr. Wm. E. Hughes talked on his experience in ballooning.

There were present many out of town advertising men from New York, Buffalo, Detroit, Baltimore, Pittsburg and other cities.



An advertiser asked us the other day to give him the two strongest arguments in favor of

The Memphis Commercial Appeal

as an advertising medium.

We gave them to him, as follows:

NINETY-FIVE PER CENT of the newspaper readers of Memphis read the Commercial Appeal.

NINETY-SEVEN PER CENT of the city circulation of the Commercial Appeal is delivered by carrier into the homes.

When you consider that the Commercial Appeal has the largest total circulation, and the largest city circulation of any Memphis newspaper, the strength of the above statements is readily understood.

Its constantly increasing circulation is the result of completely covering the natural growth of the city of Memphis and extensions into its rapidly developing adjacent territory.

In round figures, the **Daily** has a circulation of 50,000; the **Sunday** of 70,000 and the **Weekly** of over 100,000.

In extent of circulation, in the quality of advertising, in the completeness of its news service, and in its editorial influence, no other newspaper of the South even approaches it.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

Everything to Make a Newspaper

News! Pictures! Features!

The only services in the United States that can give you anything or everything needed to make a complete modern newspaper.

THE HALLROOM BOYS



Always in the New York Evening Journal—and

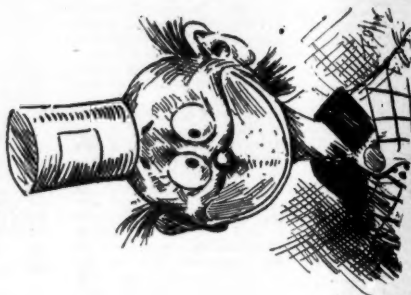
For Morning Newspapers

NEWS—By leased wires, day and night, all over the country—and from all over the world.

PICTURES—Serious, comic; of the news, of people; of places, of everything! In the form of matrix, photograph or drawing. Every kind; all kinds.

FEATURES—Prose or verse; illustrated or not illustrated; on every theme, serious or humorous. Anything from a paragraph to a full page. Fiction—either short stories or serials.

I'M "HAPPY"



To see you every Sunday in the New York

For Evening Newspapers

National News Association

serious or humorous. Anything from a paragraph to a full page. Fiction—either short stories or serials.

To see you every Sunday in the New York

For Morning Newspapers

International News Service

For Evening Newspapers

National News Association

These two organizations not only control the exclusive right to reproduce or sell for reproduction all the famous cartoons, comics, special articles and illustrated features that originate in the NEW YORK AMERICAN and NEW YORK EVENING JOURNAL, but also offer a large variety of other matter written and illustrated especially for the International News Service and the National News Association. They also are the only organizations in this country that stand ready

To Make, Buy or Sell Newspapers
on behalf of clients wishing to establish new publications,
or to sell or buy publications already in existence

Write for particulars

**INTERNATIONAL
NEWS SERVICE**

200 William St., New York City

**NATIONAL
NEWS ASSOCIATION**

BIG GROCERY TRADE ALLIANCE.

MANUFACTURERS, RETAILERS AND GROCERY TRADE PAPERS IN A BIG CO-OPERATIVE PLAN — RECENT FIGHTS ALL AMICABLY ADJUSTED — BETTER RELATIONS NOW PROMISED BETWEEN MAKERS AND SELLERS.

A highly important co-operative alliance was formed at the Hotel Stratford, Chicago, on January 14th, by Secretary J. T. Austin, of the American Specialty Manufacturers' Association (representing over one hundred of the leading manufacturers of food products), between thirty of the leading grocery trade papers of the country included in the Grocery and Allied Trade Press of America, and the National Association of Retail Grocers of the United States, representing over 200,000 retail grocers.

An agreement was entered into between the National Association of Retail Grocers and the Grocery and Allied Trade Press whereby these two organizations are to work together to bring about a better understanding between manufacturers and dealers, and make the latter a more efficient instrument for the distribution of the food products made by the former.

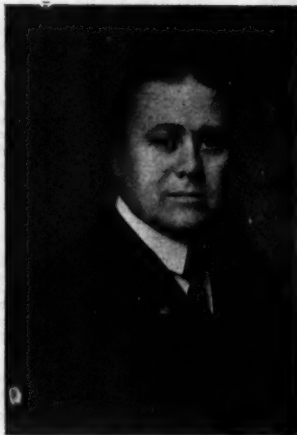
The men mainly responsible for the consummation of this agreement, which is to run for three years, were J. T. Austin, of the American Specialty Manufacturers' Association, New York; W. H. Ukers, Chairman of the Executive Committee of the Grocery and Allied Trade Press, New York; C. M. Wessels, the General Advertising Representative of the Grocery and Allied Trade Press, Philadelphia; T. P. Sullivan, President of the National Association of Retail Grocers, Chicago, and John A. Green, Secretary of the National Association of Retail Grocers, Cleveland.

The consummation of this alliance marks what is probably the most significant step forward in the grocery trade of any movement since the organization of the Gro-

cery Trade Press about a year ago and the manufacturers' alliance represented by the American Specialty Manufacturers' Association, which was organized last summer.

With the manufacturing interests fully organized, all the representative grocery trade papers banded together for betterment and the retail grocers already in the field with their National Association, it only needed some master mind to weld together in one harmonious whole these different links in the distribution of grocery products.

J. T. Austin, the efficient secretary of the American Specialty Manufacturers' Association, proved to be the man for the task. Mr. Austin has been a retailer and a jobber, a salesman and a sales manager. He knows the selling as well as the manufacturing problem and enjoys the confidence not only of the retailer, but also the trade paper and the manufacturer.



J. T. AUSTIN.

Mr. Austin waited upon Messrs. Sullivan and Green, of the retail grocers' organization, and submitted a plan of co-operation whereby the latter might add funds to its exchequer and so be better able to extend its influence; at the same time it would enlist

the powerful aid of the trade press. Mr. Austin's idea is to organize the retail grocers in every section of the country and then follow out a line of education intended to make them all better salesmen for the products they handle.

It required no little skillful maneuvering to bring into harmonious relations certain warring elements of the grocery trade press on one hand and the National Association of Retail Grocers on the other.

THE WESSELS IDEA.

The grocery trade papers have, as their exclusive advertising agent, C. M. Wessels, of Philadelphia, who is the father of the Grocery and Allied Trade Press of America. Mr. Wessels has specialized on grocery trade advertising, being widely known for his aggressiveness and efforts on behalf of retail relations with advertisers.



C. M. WESSELS.

It naturally followed when the National Retail Grocers' Association decided to organize an advertising agency "of its own" that both the Grocery and Allied Trade Press and its duly constituted advertising agent, Mr. Wessels, registered strenuous objection. There was precipitated a bitter warfare between the officers of the National Association on one hand and the trade papers and their advertising agency on the other.

Mr. Ukers, of the Trade Press Executive Committee, took the stand that the action of the retailers' association could not in any sense be countenanced by the grocery press, as it was a usurpation of their publishing prerogatives. Resolutions were adopted condemning action of the National Association of Retail Grocers and, almost without exception, the members of the Grocery Trade Press refused to handle business sent them through the advertising agency of the National Association of Retail Grocers.

Now, President Sullivan, of the National Association of Retail Grocers, is a man of considerable force and himself a fighter. He did not propose to lie down meekly and give up without a struggle. Those who are familiar with the happenings of the past few months in the grocery trade will bear witness to the game fight which Mr. Sullivan put up in the interests of what he honestly believed to be a legitimate plan to raise funds for his organization. Manufacturers in some cases took sides in the controversy, but many of them took a neutral position, because they wished to retain the friendship of all parties interested. As a result, many advertising campaigns and contracts were held in abeyance and a kind of chaos resulted which threatened to seriously interfere with the business of all concerned.

The meeting of the Grocery and Allied Trade Press, in Chicago, was one of the most successful gatherings of its kind held in the history of the trade. The members listened to addresses by their own officers, President Sullivan and Secretary Green, of the National Association of Retail Grocers, and Ellis L. Howland, of the Kellogg Toasted Corn Flake Company. At the conclusion of the meeting, the members were entertained as guests of the Kellogg Toasted Corn Flake Company at dinner at the Chicago Athletic Club and after that, at a theatre party to witness the performance of the "Fourth Estate" at the Chicago Grand Opera House.

MORE SCIENCE IN ADVERTISING.

HALF-TRUTHS AND DISORGANIZED KNOWLEDGE WIDELY PREVALENT—THE VALUE OF PSYCHOLOGY AND DEFINITE DATA—ADVERTISING MEN NOT "BORN"—ADDRESS AT ROCHESTER.

By E. St. Elmo Lewis.

Advertising Manager, Burroughs' Adding Machine Company, Detroit.

Most advertisers don't admit there is any problem about advertising. They gave it up long ago. But you and I know there is a great big masterful problem covering many lesser problems in our daily work in making our advertising expenditures yield a result. How can I accurately measure the probable force of my advertising? How can I be reasonably sure that I have decided for the best in selecting this particular form of advertising? By what tests can I fix the power and scope of my copy? How can I reduce advertising to such precise forms that I can demonstrate beyond the possibility of a reasonable doubt that what I have done has accomplished a certain definite result?

I think you will admit with me that these questions with variations are back of all our doubts and hesitations. I think you will admit with me that your efforts to fix on a method of answering them has so far resulted in dissatisfaction and disappointment, and as a result advertising still remains on the expense side of the ledger to your detriment as a manager, and to the irritation of the advertiser, who hates his books to tell him he is gambling. The more modern advertising managers and advertisers are investigating along new lines. The educated man always recognizes conditions and endeavors to put himself in harmony with them by understanding them. The ignorant man tries to ignore or to bully.

The educated man ignores neither the dead nor the living—he knows he can get much from the

dead to explain the puzzles of the living, but he does not achieve that absurdity so often the curse of a so-called practical man, see nothing, believe nothing that does not resemble the experiences of the past. Hence the new tendency to go back to old campaigns and to wonder why and how they failed or succeeded, always, however, in the light of later work. All this betokens an awakening of the scientific spirit, which wants to get at facts.

Let us come back to a very simple proposition—nothing happens without a cause in this world.

There must be a plan and scheme of things—a set of laws to govern the change and evolution that we are conscious of every day of our existence. If there is law, there must be organization. We then must turn our minds to finding out what these laws are, to arranging them in their natural relationships; the result will be that we have organized knowledge, which is but another term for science.

Most differences of opinion spring from differences in definitions. So, before we get into this thing too far, let us stop to define the two terms on which our argument hinges.

"Science is knowing. Art is the doing. Science is organized knowledge of the facts about a thing. Art has to do with the way in which we use facts. These two definitions sound very simple, but we poor human folks manage to get very much tangled up in our own perplexities when we attempt to transplant such simple things into our daily life.

It is our business to understand this because the great loss in advertising comes of the great fallacy of chance that guides nine advertisers out of ten.

If a scientific man gives you a formula of attention, for instance, you seem to think it sufficient to cry "Theory." Ninety-five per cent of failures in business are the result of ignorance of the business.

Your theory can't be right and your practice wrong. So, let's bury that ancient jest once more.

Let us understand, therefore, the office of a science. It doesn't give us ends to work for, but simply sets our feet firmly on the right path, which will take us to that end which we have already selected.

Science will not tell me that I ought to become a millionaire, or that I ought to sell soap in order to become one. If I decide to sell soap, it will tell me what is the best kind for a certain purpose; how to pack it in the most attractive, sanitary and moist-proof packages, help me advertise it in a way to appeal to the people who ought to use it and show me how it has most effectually been distributed at the least cost.

"BORN ADVERTISING MEN"

When we find advertising men ignoring the lessons of the past, belittling the value of what the least of us can tell, with "What's the use of joining that club? I can't learn anything." When we hear them boast of an ignorance of the laws governing composition of displays, of the common-

place technique of their work, and laying the flattering unction to their souls that all such things are unnecessary because advertising men are "born and not made," we stop in deep and religious sympathy to pray to that One who keeps us from the paralyzing knowledge of the depths of our ignorance.

For there are thousands who believe that advertising is done by instinct, as some can play a piano by ear. They deny a science of advertising, as the player by ear would deny the science of harmony and counterpoint.

When competition was simply among those who did and those who didn't advertise, good advertising was an easy accomplishment. Now, however, since anyone may raise the plant, for all have the seed, we must know something more of the variation of seeds and the science of advertisement.

Assuming, therefore, that science may teach the artist something, let us proceed a step further. We must proceed carefully,

Few cities in America can be so thoroughly covered by One Paper as LYNN, MASS.

LYNN'S Population is 80,000, with 12,192 dwelling houses. Suburban population about 20,000.

The LYNN ITEM has 16,529 circulation (daily sworn average for the year 1909; 1907 average 16,522; 1908 average 16,396). Practically every newspaper-reading family in LYNN reads the ITEM!

No one Boston paper covers Boston as thoroughly as the Lynn Item covers Lynn!

No one New York paper covers New York as the ITEM covers LYNN.

No one Philadelphia paper covers Philadelphia as the ITEM covers LYNN.

JULIUS MATHEWS, Representative

else we ignorantly make trouble for ourselves by the energy of our discipleship.

We will have to uproot a lot of old ideas. We find other arts daily yielding allegiance to the scientific theory. Iowa has recently admitted that five generations of practical farmers had succeeded in reducing the fecundity of her soil. A scientist had to show those practical farmers how to restore life to their barren acres. We, too, are daily faced by the problem of diminishing returns.

Advertisers come and go—succeed and fail. Why? The idea of Chance is repugnant to every business man, as it must be to every advertising man who is conscious of the eternal, recurrent laws with which he is surrounded.

I believe in the law of Nature back of advertising, for the same reason my opponents do not—by a very reasonable, rational, logical consideration of the evidence.

Apply the philosophy of cost accounting to your advertising practice. The trained cost accountant knows accounting and factory practice, and first goes after certain fundamental facts, such as the cost of labor and materials, then the gross overhead or burden. Then he analyzes to find where the material and labor go, what particular processes and products benefit. Then he divides into departments, and to each allots the part in the system to which will go its share of labor and materials and its due share of the burden.

Thus he arrives at standards, by which he is enabled to fix the value of processes, men and machines.

Your very eagerness to exchange experiences shows how you intuitively realize how much experiences have to do with your success. But experiences unless they are carefully and scientifically tested by certain workable standards are likely to be trouble-makers, for they will be colored by the vision and the education and training of the contributor.

Don't be concerned so much

with results as with how they were obtained. That very word "results" has made a lot of trouble. You can no more compare "results," meaning inquiries about goods, with "results," meaning orders for another kind of goods, than you can ask the question, "Is Ellis more courteous than Jones knows about cameras?"

Many of us are organizing clubs like this, then into larger organizations like the Advertising Affiliation, in an endeavor to find out what we are really doing.

PSYCHOLOGY IN ADVERTISING.

Within the next generation we advertisers will have data and systems the like of which you and I cannot imagine.

Psychology and the sister sciences are to advertising and salesmanship what perspective and the law of colors are to painting; the law of harmonies to music; the laws of gravity and motion and hydraulics and electricity to engineering.

I shall lay it down as a law, without fear of successful contradiction, that no advertising can violate or ignore knowingly or unknowingly the laws of psychology, the principles of ethics, the laws of aesthetics and succeed.

We shall, therefore, have to adopt two plans of action. Study the past to get at the laws underlying past success and failure, and the present to help us in formulating those facts which we shall find, into general principles of help to us.

It is a law of psychology that as soon as we are conscious of something we want to act, to accept or reject. The corner coupon is good psychology.

The attention value of red is far superior to any other color. Why? Because it produces a greater sensation on the optic nerve than any other color. Once we know that to be a final, scientific law, we don't try to find something that will attract more attention than red.

It is not sufficient for you to see only the paper and ink and words in a booklet—for you cannot leave the man who is to read that book out of consideration.

A similar absurdity lies in the bald generality that a long advertisement will not be read. No one who ever knew anything said that, but humanity, which has an incurable love for half-truths—probably because they require less intelligence to grasp—accepted that dictum as a part of the Gospel of Publicity.

"I venture to say that if I were to take up the advertising of any firm spending from \$100,000 to \$300,000 a year in advertising that I should not find a coherent statement of the results, activities and their relative merits, of its advertising. I should hardly find any such statement as I should find about their producing end in their factory. Their advertiser is entirely to blame for this condition.

He fights what he is pleased to call red tape, and he has one-half his expenditure, or more or less, thrown away, because neither he nor his manager can accurately tell anything about it.

Last year's advertising is the

guide for this—yours for mine—I do not care how much you do or what you sell. For advertising experience, properly analyzed, will yield untold wealth. Let us see what the last ten years could do for us if we asked it questions something like this: What advertisers have come and gone in that time? What was the average length of life? What characteristics were common to those who staid and to those that have gone? (a) Size of their ads? (b) Kind of copy? (c) Frequency of insertion? (d) Variations of position? (e) Seasons used? (f) Commodities advertised? (g) Kinds of mediums most frequently used?—and many other questions. History of media that have fallen off in advertising patronage? Changes of style in advertising? Growth in use of illustrations? Financial history of advertisers? Percentage of advertising failures to business failures? Percentage of mail order failures to failure of those handling goods through the jobbers and retailers?

With Business Bothers Behind and "Underberg" Right Ahead

you know that your brain is going to feel better within a few minutes after you leave the office. There's quick relief for the Man Behind the Desk in a refreshing, relaxing drink of

Underberg Boonekamp Bitters

It's exactly what you want and what you *need*—but be sure to ask for UNDERBERG and insist on getting it. UNDERBERG has been imported into the United States to the extent of over 7,000,000 bottles.

Enjoyable as a Cocktail and Better for You

A favorite at all the leading Hotels, Clubs, Restaurants, and on sale by the bottle at wine merchants and grocers. Ask for UNDERBERG and see that it's the original. Booklet free.

*Bottled only by H. Underberg Albrecht
Rheinberg, Germany, since 1846*

LUYTIES BROTHERS, Sole Agents, 204 William St., New York

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Treasurer, R. W. LAWRENCE. Secretary, J. I. ROMER. General Manager, J. M. HOPKINS. Adv. Manager, F. C. BLISS. The address of the company is the address of the officers.

Issued simultaneously in England by Printers' Ink (English Edition) Ltd., Donington House, 30 Norfolk Street, Strand, W. C. Subscription, English Edition, 1 year, 10s.; 6 mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. WM. S. GRATHWOHL, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

J. GEORGE FREDERICK, Managing Editor.

New York, January 26, 1910.

A Losing Fight Against Corporation Publicity

It looks as though the new Federal Tax Law were going to bring to a head the age-old reluctance of many business houses to give any degree of publicity to their affairs.

The Illinois Manufacturers' Association has addressed 40,000 letters to corporations in Illinois, urging them to unite in opposing the publicity clause of the new corporation law. The advice is as follows:

"Impress upon your senators and representatives at Washington the fact that the publicity feature of the law will injure your business and will be of advantage only to those wishing to injure you."

"Congress, in requiring that your return shall be a public record, has placed in the hands of the unscrupulous a most dangerous and at the same time a valuable and fetching weapon to those who want to use it. Respectfully protest to President Taft and point out to him how unfair and unjust it is to compel your company to do this thing."

A formal protest has been drafted, which corporations are

urged to file at the same time they file their schedules, as required. One of these protests is as follows:

"That the United States Government has no lawful right to demand a statement of its private business matters and then spread them before the public."

Here is a protest that smacks of the ancient protest of theologians against Galileo's astronomical advances. Corporation publicity is no new thing—it has been evolved as a modern policy for some years in corporation circles. The National Biscuit Company, the Royal Baking Powder Company, and other large corporations which advertise and which have competitors, annually file their financial statements in public places and issue reports to stockholders which are as public as anything could be. Wall Street and financial circles know the figures concerning the greater majority of important corporations in the country.

Competitors know more about each other's affairs than each suspects—and frequently credit a piece of supposedly secret information with far more importance than the information would warrant if the facts were frankly stated. Many a lot of gum shoe tactics in past years, leading to complication, useless waste of competitive energy and to results aggravating to the buyers, have resulted from the over-sensitiveness of the manufacturer concerning his competitors. Many a competitor is credited with diabolic ingenuity and strategy, when, as a matter of fact, he may be utterly forgetful of competition. As a rule, a maker who works to a certain degree oblivious of competitors is the most successful.

When in last week's issue, President Yeiser, of the Globe-Wernicke Company, said that there were not many firms with fewer business secrets than his concern, and that the Globe Wernicke Company had no plans or facts to hide, he struck an advanced and businesslike attitude which is more and more prevailing. The effort to ward off the small degree of publicity which the new corporation tax law de-

mands is an endeavor to sweep back the waves of progress with a broom full of cobwebs.

Railroad Time-Table Advertising

It is an interesting tribute to the advertising value of the newspapers that the Public Service Commission in New York State has recommended, after being importuned by citizens, that time-tables be published in the newspapers. In its report submitted to the Legislature the commission, pointing out its lack of authority in the matter, asks for "the enactment of a law requiring all operating steam railroad corporations having a station in any village or city in which a newspaper is published to publish in said newspaper or newspapers a proper table, showing the time of arrival and departure of all regular passenger trains at such station."

The cessation of railway time table advertising has been generally regarded by advertising men as a step forward, since display advertising has been widely used instead. However, the *New York World* remarks editorially:

"There is no doubt that the discontinuance of the publication of railway time-tables which followed the Hepburn amendments to the Interstate Commerce law greatly inconvenienced the public. It made recourse to an official guide or "folder" necessary for what was formerly ready at hand in the morning paper. The question was a delicate one for the press to discuss, in view of the inevitable charge of interested motives. As a matter of fact, advertising of this description is a comparatively negligible item of revenue to most newspapers. The loss was largely if not wholly offset by the gain in railroad display advertising."

"The commission's recommendation will be generally indorsed. The publication of railroad time-tables in the press meets a public want, and should be resumed. The ocean steamship lines have continued to advertise their sailing days, though the announcement appeals to relatively few persons. The publication of local and suburban time-tables in metropolitan newspapers is obviously out of the question, but a return to the old practice as it affects express trains is clearly demanded."

It is evident that both display and time-table advertising is an important part of modern railroad policy, and is bound to receive attention. The newspaper nowadays is so much of a director of current

affairs, and such an increasing percentage of people are traveling, that time-tables in newspapers seem to be needful as well as discussion of service and policy, etc.

Harrying Outdoor Advertising

It took a long time and considerable money for billboard advertisers to secure a decision from the higher courts concerning the unconstitutionality of New York's one-time billboard law, limiting size. The law has finally been declared unconstitutional.

A new legal effort to curb billboards has now been begun by the introduction of a bill into the New York State Legislature by Assemblyman Abbey, providing for an extra rate of assessment on billboard property. The bill provides for an extra assessment in first-class cities of \$20 for each square foot of billboard; \$15 in second-class cities, and \$10 elsewhere. Owners are not to be assessed if the advertising has been put up without their consent and without payment to them, if the advertising is taken down at once.

It has gotten to be a fashion in some quarters to knock outdoor advertising. The municipal art purists are constantly declaiming against it, while a somewhat arbitrary attitude on the subject is taken by many newspapers for obvious reasons. It is undoubtedly true that some outdoor advertising has passed the point of good taste, but if there were any real basis for widespread objection to electric signs, painted signs, posters, etc., there would be a great deal stronger and more significant opposition at present.

The American people enjoy advertising, as well as profit by it, and to say that a pedestrian on Broadway at its most advertised point—Times square—is offended by electric signs is undoubtedly misrepresentative. There are many cases where advertisers, who have gone beyond a certain line of good taste and public rights, have been properly called to account, not by kickers and reformers, but by quick general public opinion.

Ridiculous Advertising Agents

It is amusing what crude ideas some self-appointed advertising agents display. Not infrequently, the very letter which they send a producer, when seeking his account, shows incapacity on its very face, and thus immediately turns the advertiser against them. High-sounding nomenclature, stationery literally buzzing with "originality"—and propositions ludicrously out of keeping with their pretensions, are often met with.

A letter from a well-known New York advertiser gives PRINTERS' INK a letter from such a firm of agents. The advertiser writes these suggestive words in comment across its face: "Progressive and Constructive Competition!!!" The letter bears, beneath the name of the agents, the high-sounding phrase: "Business Engineering and Advertising Purchasing Agents." Consider what claim they have to the title!

The letter is very evidently a general one, which is being sent to many advertisers inasmuch as the body is a faint purple and the address a bright blue. It is signed with a crude rubber stamp, and reads as follows:

GENTLEMEN:

Your "ad" noted in *McClure's Magazine*.

We do not see how you can obtain the best results from same, as the arrangement appears very unattractive to us.

We will be glad to re-write it, for the sum of five dollars, so that it will bring you in much better returns.

Trusting to be favored with your order, with check or money inclosed, we remain,

Very truly yours,

P. S.—We will be glad to consult with you further regarding any other advertising you may wish to do.

Little wonder that a list of "advertising agents" rolls up close to the thousand mark, and many a possible advertiser is spoiled for all time by experiences with such ridiculously incompetent concerns. The wonder and the pity of it is that advertisers persist in swallowing the bait and doing business with such "agents."

Peace in Grocery Trade

The pipe of peace has been smoked in Chicago with great zest by the grocery specialty manufacturers, jobbers and dealers. And well it might, for the situation has been most serious. The Kellogg Toasted Corn Flake people went on the warpath some months ago and brought things to a pretty issue—things which manufacturers had sorely chafed under for years.

The sensible and wise thing has now been done, and the close mutual interest of maker and distributor recognized. If the new amity will not go a long length toward obviating price-cutting it will be highly surprising, for there can be no such mutual forbearance without a willingness to conform individually to the welfare of trade at large.

Many other lines of business might well take similar steps to have closer mutual relationships. The drug trade, for instance, as is fully hinted in various articles in this issue, needs nothing so much as coherence and standards.

Trade Paper Circulations

It was a notable event the other day when Mr. Taylor, of the *Iron Age*, got up at a meeting of advertisers and announced the abandonment of circulation secrecy by one of the world's greatest trade papers.

Trade papers have been among the last periodicals to be willing to show circulation. It has been a matter of education, both of publishers and advertisers, to appreciate the broad view of circulation. Among the other trade papers now throwing wide open their circulation data are *Electrical World* and *Hardware Dealers' Magazine*.

The Technical Publicity Association is endeavoring to draw up a contract form which its members can adopt and which, it is hoped, will be a barrier to unscrupulous publishers. This contract provides that circulation books shall be open to an accredited representative of the association.



1873

1907

1908

1909

1910

Women Voters

50% more women buy the WOMAN'S HOME COMPANION and pay 50% more for it than they did three years ago. 100% more advertisers talk to these women through its columns.

Why?

Get the February WOMAN'S HOME COMPANION and see. Read the stories—it's a Love Story Number, beautifully illustrated—a long one by Juliet Wilbor Tompkins, a funny one by Anne Warner, an exciting one by Anna Katharine Green, a Southern one by Fannie Heaslip Lea, an old-fashioned one by Zona Gale—more delightful stories were never written. And there are helpful, practical things as well.

The March number, out February 20, is good, too; but the April number, closing February 8, will be one of the best numbers we ever published. Let the April readers of WOMAN'S HOME COMPANION vote for your goods. Forms close February 8th.

JOS. A. FORD, Western Manager
Tribune Bldg., Chicago

11 East 24th Street
New York City

Making the Complete Catalog

If your catalog or advertising books are written on your own premises, illustrated by an artist in touch with neither the writer nor the spirit of the business behind him, and engraved and printed by concerns who regard the proposition from merely a mechanical standpoint—how can the product be harmonious, forceful, artistic, or a producer of results?

We offer you, in one organization, experienced commercial writers, skilled artists for every class of illustrating and designing, and engraving and printing facilities of the highest order.

It is the co-operation and close co-ordination of these various elements that makes perfect work possible—that is responsible for the world-wide fame of the products of this press.

You want the best. It costs you no more to have your books and catalogs made, from inception to completion—"under one roof," and the result is superior in every respect and detail.

To the manufacturer or jobber who makes the request on his business stationery, we will be pleased to send a copy of our attractive and interesting monthly *Character*.

Griffith-Stillings Press

368 Congress St., Boston, Mass.

COURT DECIDES AGENT'S RIGHT TO CHARGE FOR SERVICE WORK.

FIDELITY DEVELOPMENT COMPANY ADVISED BY COURT TO SETTLE ITS WEAK CASE OUT OF COURT — AGENT'S CHARGE SUSTAINED — WORK ON CAMPAIGN WHICH NEVER WENT THROUGH.

Judge Green, in the New York City Court, made a disposition of a case involving advertising agency service on January 19th, that settled a principle which frequently comes up in advertising agency service — the right to charge for work done for a client on a campaign he later decides to drop.

The Fidelity Development Company, of New York, not long ago decided that it might be able to use advertising to advantage. Accordingly C. H. Bayer, New York advertising agent, was called into consultation with Mr. Robbins, president of the Development Company. He explained that the company was going to spend about \$6,000,000 for developmental purposes. Now what, he asked, could publicity do to help get the right results?

Mr. Bayer demonstrated to his satisfaction, it is alleged, that his agency could do a great deal in assuring a profitable outcome for the president's plans. So, it is stated, the development company said, "go ahead." It would spend \$35,000 or \$40,000 in advertising.

Mr. Bayer, therefore, set the agency's wheels in motion. Knowing that advertising to this extent would require careful preparation, he proceeded to prepare booklets; and to gather statistics, showing the trend of city population, and throwing light upon certain matters pertaining to real estate development. Furthermore, Mr. Bayer caused to have prepared layouts and copy for advertising in the newspapers and the magazines.

Just at the time this preparatory work had been nicely done, the Fidelity Development Company, acting upon a later decision, noti-

fied Mr. Bayer that it did not want to spend \$35,000 in advertising and told him to drop the matter.

Mr. Bayer agreed, but rendered his bill for \$600. The development company manifested surprise and asked what that charge was for. Mr. Bayer explained the work that had been done.

"But," said the company, "no advertising has appeared. Where can any charge come in?"

Mr. Bayer again explained the preparatory effort that must be spent before any good advertising can be put out. He calculated that his services as an expert were of the professional order and that \$600 was only a nominal return for what he had done upon the proposed campaign.

The development company thereupon offered to settle the matter by paying \$200. Mr. Bayer refused and began suit to recover \$1,000. The case came before Judge Green and the trial had not progressed more than fifteen or twenty minutes when the court called the opposing counsel to his desk and advised them that inasmuch as the jury would almost certainly render decision in favor of the plaintiff, it were better to save time and settle the matter at once. The court's remarks made it clear that the defence had a very weak case.

It was then mutually agreed between the litigating parties that the case should be settled by a payment to the plaintiff of \$500, the costs to be paid by the Fidelity Development Company.

On February 1st, J. V. Simms, publisher of the Raleigh (N. C.) *Evening Times*, will start the Henderson (N. C.) *Times*, a new venture and a semi-weekly.

The Advertising Club of Baltimore held its first formal banquet January 14th, at the St. James Hotel, Baltimore. S. C. Dobbs, of Atlanta, Ga., president of the Associated Advertising Clubs of America, and general sales manager of Coca-Cola, was the principal speaker. On the 12th, the club was addressed by Rignall W. Baldwin, who spoke on the general subject of copyrights.

To the Man who Adver- tises, Circularizes or Sells Through Agents

Do you advertise—with poor results?

Circularize—with poor results?

Employ agents—with poor results?

If so, what is wrong?

The question is answered by a five thousand word article from the pen of one of the greatest business specialists in the country, entitled:

The Selling Force and The Selling Farce

It's a MESSAGE to business men, preventing the prodigal WASTE of good money, and giving the SELLING SECRET.

Application of the principles explained in this brochure will turn loss to PROFIT, and small profits to LARGE. Write name and address on coupon below, cut out and mail and a copy is yours without further expense or obligation.

The Business Development Company of America

119 Nassau St. New York

Name

Address

Date

The Prize Idea Contest

PRINTERS' INK offers \$100 in prizes for the best and most helpful suggestions for advertisers in any line of business. Ideas may relate to newspaper or magazine advertisements, booklets, car-signs, posters, windows displays, etc. Or they may apply to any phase of distribution and salesmanship. Entries will be judged on the basis of their practicability and probable value to advertisers and advertising agents.

WHY NOT AN ADVERTISED SHAVING CUP?

PITTSBURG, PA., Jan. 20, 1910.
Editor of PRINTERS' INK.

There are about a half-dozen safety razor concerns, nearly as many shaving brush manufacturers and shaving soap makers, but not *one shaving cup* manufacturer in the advertising limelight.

As sure as a man buys a razor, a brush and a cake of soap he will also ask for a shaving cup.

Which brand will he ask for?

JOS. PRICE.

CREATING A DEMAND FOR MOTOR CYCLES.

418 SUMMER AVENUE,
NEWARK, N. J., Jan. 10, 1909.
Editor of PRINTERS' INK:

Recent motor cycle advertising seems to indicate that there is at least a working agreement between the different manufacturers. If this is so, creative rather than competitive advertising would seem to be the logical keynote of any campaign to push the sale of these machines. Even if competition is keen, however, this field certainly needs rigorous cultivating. Hence a creative plan such as the following seems to be indicated:

I propose that an attractive booklet be gotten up. Its title should be "Under Doctor's Orders," or something equally suggestive. After general didactic advice should come the following:

"Finally, and this is the crux of the whole matter, take up some form of recreation that will take you into the open air—will mildly exercise you and will engross your attention while you indulge in it. The latter is quite essential, as the brain cells used in your ordinary avocation need perfect rest, which they rarely get even while you sleep. This rest they do get, however, when your mind is wholly occupied on something foreign to your usual routine.

"If you will be advised by me, you will purchase a motor-cycle and make a practice of taking a spin at every opportunity. Golf is good, but as is the case with practically all sports, it involves an expenditure of energy which you need for other things.

"A motor-cycle, on the other hand, calls for very little effort on your part. The unconscious muscular contractions incident to maintaining your balance, steering, etc., virtually amount to the exercise known as tensing the muscles. This is recognized to-day as the most valuable calisthenics. It circulates the

blood and conserves the energy you generate, instead of expending it."

Competitive talk should be introduced here, tying the whole thing up to some particular machine. And then naturally follows a graphic word-picture of the delights of motor-cycling.

I believe a booklet of this kind would be a very valuable asset to any motor-cycle manufacturer. There are a number of ways to use it. A recent article in *PRINTERS' INK* describes the plan of the Stoddard-Dayton Company for pushing its handsome new catalogue. A good many of the shrewdest advertising managers are using space to create a demand for their booklets and catalogues. It is far easier to persuade anyone to send for literature than it is to induce him to spend several hundred dollars. Where your space is limited then, as in an advertisement, push the literature and trust to the more extended argument it makes possible, to create the actual buying demand.

Locally, good results could unquestionably be secured by mailing the booklet to a selected list of business men. Suppose a really fine booklet such as proposed be gotten up. The cost of printing and mailing 10,000 of these would be approximately \$550, divided as follows:

Printing of booklet in two colors on stock equal to 25x38—80 lbs., cover stock to be fine quality...	\$800
Envelopes printed, 36 per M....	60
One cent stamps.....	100
Six cuts from photos.....	30
Sealing, addressing, stamping, etc.	60

Total \$550

Of course this cost can be greatly reduced. The booklets can be printed commercial envelope size and can cost as low as one-half cent apiece. This would eliminate special envelope cost and would make illustrations unnecessary.

The agency situation in the motor-cycle industry may not permit of a manufacturer conducting such a local campaign. This would not lessen such a booklet's value as material for general publicity, however. It is also likely that if the manufacturer would furnish the booklets the better class of agents would be willing to stand the expense of using them locally.

PERCY N. POWERS.

WHY NOT RESTRICTIONS AGAINST OVERCHARGING?

PHILADELPHIA, January 19, 1910.

Editor of PRINTERS' INK:

I submit the following suggestion to your Prize Idea Contest. Why does the

manufacturer allow the dealer to be continually dickering with his goods, thereby endangering his reputation?

Suppose a manufacturer makes a pair of shoes to retail at \$3, and the dealer sells them for \$6, the man who purchases them is evidently expecting \$6 worth of wear, which is rightly due him. If he fails to get his \$6 worth of wear out of those shoes, it is quite possible that he will become dissatisfied and blame the maker. Both the manufacturer and dealer will thereby not only lose a customer, but probably half a dozen or more.

I have noticed the advertisements of shoe retailers, each claiming that his leader is the best in the world. Many of them make exaggerated claims, such as "Our \$2.50 shoes are worth \$4," etc. Everybody seems to have the best. The set-price label or tag would be a sure cure for all these misleading announcements. Manufacturers should encourage dealers to buy their goods and sell them on the basis of quality, and guaranteed satisfaction rather than upon the unsatisfactory basis of price. The surest way in this world to win and hold a customer's regard is to sell him something good rather than something cheap.

An educational campaign along these lines would not only instruct and encourage the people to buy their goods, but would also be of great benefit to the manufacturer and the dealer.

R. ROWELL SERVICE.

THAT SNOBBISH RESTAURANT ADVERTISING.

ROWLAND ADVERTISING AGENCY.

NEW YORK, Jan. 15, 1910.

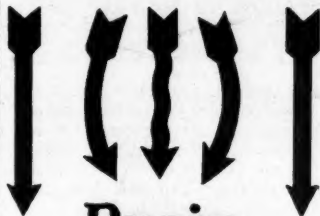
Editor of PRINTERS' INK:

Please permit me to extend my hearty appreciation of your excellent article in the current issue of PRINTERS' INK by Earnest Elmo Calkins in which he criticizes the advertising of the Cafe De L'Opera. The same thought occurred to me when I first saw the advertising and I resented the snobbishness, not as an individual, but as a unit in a community where people are willing to spend money for what they get, but where I believe there are many who do not care to be dictated to regarding the clothes they should wear when they feel like eating. It is just this one particular point that has kept me away from the place, although I have been very anxious to see it.

Thank Heaven there is one man in the advertising profession who possesses not only distinction therein, but who also is not afraid to state his honest convictions. More power to you and may your good work continue.

C. O. SACKS,
President.

The publishers of *The American Boy*, the Sprague Publishing Company, of Detroit, have appointed H. M. Porter their Eastern representatives, with headquarters at 1170 Broadway, New York. Mr. Porter has been Eastern advertising representative of *McClure's* for over four years.



Brain Fagged?



When the copy writing or the soliciting day's work has fairly squeezed every drop of juice out of your brains and your nerves are tied in hard knots buy yourself

A Glass of

Coca-Cola

It will relieve your mental and bodily fatigue—calm your nerves—refresh you and please your palate.

5c
Everywhere

Whenever you see
an Arrow think of
Coca-Cola

SPECIALTY MANUFACTURERS PREPARE TO ADVERTISE.

EDUCATIONAL EFFORTS TO BE MADE
LOOKING TOWARD BETTER UNDER-
STANDING BY RETAILERS OF AD-
VANTAGES OF ADVERTISED GOODS—
TRADE ABUSES TO BE ABOLISHED—
LEGISLATIVE AND PUBLICITY COM-
MITTEES APPOINTED.

One of the most hopeful evidences of a movement to perfect the relations between manufacturer and jobber and retailer on a broad and mutually beneficial basis are the efforts of the American Specialty Manufacturers' Association, with headquarters in New York City.

This organization has been in existence a little more than a year, but has already made very pronounced progress.

Early in January an important and lengthy executive session was held in New York City, resulting in the shaping of some vital plans. The most important of these, from an advertising standpoint, was the Publicity Committee appointed, consisting of Andrew Ross, Kellogg Toasted Corn Flake Company; J. B. McMahon, N. K. Fairbank Company; W. M. Wilkes, Van Camp Packing Company; A. J. Morgan, Enoch Morgan's Sons Company; W. F. Burrows, Libby, McNeill & Libby.

This committee will at once begin the work of pushing the cause of the manufacturers with the dealers. An educational campaign is to be started in the trade papers aiming to inform dealers of the advantages of many kinds in purchasing goods which bear the Specialty Manufacturers' stamp.

Dealers will also be told of the advantage of handling goods whose quality is recognized by the consumers through advertising, and the advantages of dealing with manufacturers who have co-ordinated and standardized their systems of dealing with the retailer. The especial advantage of guaranteed specialty orders, according to the new system which has been tentatively adopted, is to

be brought out in this educational campaign.

A legislative committee has also been appointed, consisting of Louis Runkel, Runkel Brothers' Company; A. J. Porter, Shredded Wheat Company; S. T. Butler, Great Western Cereal Company; W. M. McCormick, McCormick & Co.; Warren Wright, Calumet Baking Powder Company.

This committee will aim to recommend or oppose legislation affecting manufacturers, jobbers and dealers. The organization is determined in its endeavor to rid the business field of its abuses, disorganization and disagreements which have wasted so much energy in the past.

Plans are being made for the formation of auxiliary organizations throughout the country, and the selling district is to be especially looked after in the near future.

W. L. Weeden, 748 Slater Building, Worcester, is sending out orders for six-inch space on the advertising of the Motor Boat Show. Last year's list of papers was duplicated.

If Your Paper Needs Building Up

we ought to get together. For six years I have been at just that job. In that time I have played a leading part in lifting one of four dailies in a city of 350,000 from last place to first. I didn't do it all. But in both the editorial and business ends I was a main driving wheel. What I want now is to give the best years of my life to doing that again for your profit and mine. Let's talk it over. Address, B. X., care of Chas. H. Fuller Co., 378 Wabash Avenue, Chicago.

BOSTON NOTES.

The Makaroff Cigarette Company is making plans for this season's advertising. Their recent campaign has been so successful that a larger appropriation will be made. Leading magazines are used and the business is placed by the Kehler Agency, of Chicago.

The Boston office of the J. Walter Thompson Company, for many years at 81 Milk street, has been moved to new quarters at 201 Devonshire street. Walter G. Resor is in charge of the office.

The next dinner of the Pilgrim Publicity Association will be held January

29th at Ford Hall. The dinner will be in the form of an old-fashioned New England dinner and the past presidents and present officers of the Association will be the chief speakers.

The Bates Advertising Agency, of Springfield, Mass., is placing copy in general publications and mail-order papers for the U. S. A. Light Company, of the same city.

The Fort Worth (Tex.) *Record* announces a new advertising manager, I. C. Chamberlayne, who comes from Rochester, N. Y. Mr. Chamberlayne has been connected in similar capacities with the *Schenectady Star*, the *Bristol (Va.) Herald-Courier*, and the *Rochester Post-Express*.

Why fine business stationery costs less when produced on Construction Bond



The picture tells the story. Construction Bond is packed and delivered *direct* to printers and lithographers, *only* in 500 lb. case lots. Other fine bond papers are sold *through* jobbers in *any* quantity; 500 lbs. is frequently delivered (in 20 lb. packages) to as many as 25 different printers.

Certainly it costs 10 times as much to pack and distribute 500 lbs. among 25 printers, as to deliver the *whole* quantity to *only one*. Look at the picture and compare the labor involved. Certainly the jobber makes a profit, also.

These expenses and profits are *necessarily added* to the price you pay for finished stationery—unless you *order* it on Construction Bond. Then you will secure *impressive* stationery—on a paper possessing unusual strength, bone and character—at a price that makes it *usable* in quantities.

Write us on your business letterhead for our handsome *free* portfolio of 25 Specimen Letterheads on Construction Bond, and names of printers and lithographers in your vicinity who can supply it.

CONSTRUCTION



BOND

With envelopes to match.

W. E. WROE & COMPANY
302 Michigan Boulevard, Chicago

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 510 Orchestra Bldg.

Advertising rates furnished on application.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **143,054**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 38c.

The Record

Washington, Pa.

WASHINGTON'S POPULAR PAPER

Serves a large and wealthy agricultural and mining population.

10,070 Motion Picture Theatres in the United States

T H L

Moving Picture News

reaches all. **Bring You Results**

TRY IT **TERMS ON APPLICATION**

Cinematograph Pub. Co., 30 W. 18th St., N.Y.

IF you have any article that is useful or necessary to Actors, Actresses or performers, and you **WANT TO SELL IT**

advertise in the oldest and best Theatrical Paper in America, The

NEW YORK CLIPPER

It wont cost much to

TRY IT ONCE

After that you will always use it.

FRANK QUEEN PUB. CO., Ltd.,
A. J. BORIE, Mgr. NEW YORK

WE HAVE PREPARED SUCCESSFUL SHOW CARDS AND WINDOW NOVELTIES

for Bovril, Armours' Meats, Dewar's Whisky, Skipper Sardines, Van Houten's Cocoa and practically all the most successful British Advertisers. We are the sole proprietors of Mathews' Aerial Gause Showcards, Aerial Thread Showcards and other window display novelties. Some new creations in course of preparation. Advertisers desirous of securing "out of the ordinary" attention, arresting window display material, please state wants and quantities. Send dummy sample package and we will submit free of charge suitable specimens and charges.

T. Mathews & Co., 12 Short St., Leicester, Eng.

United States Representative

MR. FRANK A. SPRINGER

2809 Shenandoah Avenue, St. Louis, Mo.

To reach the CATHOLIC GERMANS of St. Louis, Cincinnati and the entire Ohio and Mississippi Valley use either or both editions of the

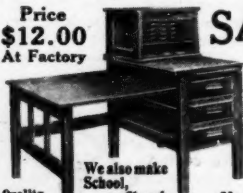
Herold des Glaubens

Circulation nearly 40,000 copies per issue

Established 1850

Main Office: TEMPLE BLDG.,
St. Louis, Mo.

Price
\$12.00
At Factory



Quality
Excellent

We also make
School,
Church
and Opera Seats,
Lodge Furniture.

SAVE ROOM

the market. Made of selected Oak, fine golden finish 44 in. long, 24 in. wide; Pedestal 30 in. high; 3 drawers and extension slide; Paper Cabinet with shelves 14x8x1 1/4 in.; Cabinet has roll curtain front and copy holder. Order from dealer if he has it or will get it; otherwise from us. Do not accept a substitute; no other Typewriter Stand is "just as good."

Ask for Catalog by Number Only.

No. 230—Office Desks, Chairs, Files, Book Cases, etc
No. 430—Upholstered Furniture, Rockers, Davenport
Couches, Settees.

E. H. STAFFORD MFG. CO., 242 Adams St., Chicago, Ill.

COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 41 Union Square, New York

By GEORGE ETHRIDGE

There is some very powerful publicity being applied to floor finishes and some big concerns are spending a great deal of money along this line. To obtain recognition, floor polish advertising should be particularly attract-

The Jenkinson Cigar advertisement, on the next page, brings up recollections, and points a moral at the same time. Those who remember the Jenkinson Stogie campaign of a dozen years ago will probably recall that it marked

FINISH YOUR FLOORS

OLD OR NEW, JUST AS YOU WANT THEM, FOR RUGS OR OTHERWISE.

Sanitary, Artistic and Serviceable

With the "Original"

GRIPPIN'S

Floor Crack Filler
and Finishes



Inexpensive and simple to apply. Our booklet, full instructions, and cost estimates for any floor, free.

WRITE NOW.

GRIPPIN MFG. CO., NEWARK, N. Y.
DEPT. G.

No. 1.

ive when the space used is small, as in the case of the Grippin Manufacturing Company (No. 1), here shown.

There is nothing particularly attractive or interesting about the appearance of this advertisement. It is an attempt to do something without quite getting there. The artist might have made much better use of his opportunity if he had made an illustration like No. 2, which is calculated to arouse interest and curiosity and with good, strong text would give the Grippin Company an opportunity to drive their argument home, and thus get more profitable returns from their expenditure in space.



No. 2.

an innovation at the time. Its strong black and white silhouette effects were a novelty in those days. It so happened that the writer designed all of the drawings for the Jenkinson series, and there was much serious question as to whether the silhouette line of departure was not too radical for magazine style. The drawings evidently struck a popular note, for in a short time black and white illustration became the vogue, and was greatly overdone. There are certain lines of advertising for which this treatment is admirably adapted, and one of these is cigars. The effectiveness of the present illustration is apparent, and in a few other cases

where strength and simplicity are called for nothing can take the place of black and white handled with proper artistic effect, but in connection with some subjects it is decidedly out of place.

Look through this Sulfocide advertisement, study it carefully, and



A Substitute for Bordeaux Mixture

Ten-gal. keg, making 1,500 gals. Spray delivered at any R. R. station in U. S. for \$12.50. Prompt shipments. Write today for full information.

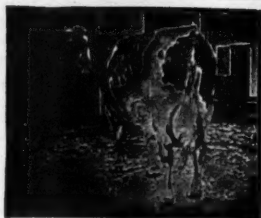
B. G. PRATT CO., MFG. CHEMISTS,
50 Church Street. New York City.

see if you can determine upon what the preparation advertised is supposed to be sprayed. That it is a substitute for the famous Bordeaux Mixture conveys little or nothing to the ordinary reader.

On what looks to be a dull day, the farmer's face is a picture of a sunny smile. The farmer's face is a picture of a sunny smile. The farmer's face is a picture of a sunny smile.

If Ida Lyon, Second, looks anything like her half-tone picture, as displayed by E. A. Powell, in the advertisement here shown, Ida should be kept out of farm paper publications. The picture in question not only does poor justice to Ida

probably, but it serves no good purpose in the cause of sensible publicity. The cow does not look as if she were enjoying herself under her seeming coat of fresh



Ganado Holstein Friesian

En la manada de Lakeside 100 vacas y novillas han hecho anualmente records de leche con un promedio de unas 16,000 libras. Nueve vacas han producido más de 30,000 libras en un año. Una manifestación que, por ninguna otra razón en el mundo, puede ser hecha. De venta, ganado de todas edades y de ambos sexos a precios razonables. Soliciten el catálogo en Kenosha.

E. A. POWELL

204 West Ganges St., SYRACUSE, N. Y., U. S. A.

paint, and it requires some stretch of the imagination to make out that Ida Lyon, Second, is a really first-class pedigreed cow.

Whenever there is the least doubt that photographs will not reproduce well, it is a safe alternative to do one of two things—have a clean pen-and-ink drawing made of the subject, or eliminate all background in the photograph that may tend to clutter up the real issue in hand, and in that way detract from the value of the ad.



Mr. Sander—you don't have to be told that there is such a thing grown as real Mexican tobacco.
You know there is.
You have tried it. You know that no other tobacco ever gave you that delightful, rich, tasty smoke the Mexican tobacco does.

Is it possible to sell a genuine pure Havana filled cigar of "decent" size for 2 cents? It certainly is—most probably is—

Santa Glorias

Prepaid **\$100**
Rev. 50[illegible]

BLOOMFIELD, N. J. DECIDES TO ADVERTISE.

The Board of Trade of Bloomfield, N. J., has decided that the city is too little known, and that an advertising campaign, to be begun in spring, will remedy the matter. Frederick M. Davis is the president of the organization.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order for one time insertion accepted for less than one dollar.

ADVERTISING AGENCIES

W. F. Schilling, Albany, N.Y.

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

ALBERT FRANK & CO., 25 Broad St., N.Y.
General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.



A Spanish-English monthly issued in the interests of business men and others and of general interest. \$1.00 a year. **L. MACLEAN BEERS,** Publisher. P. O. Box 1078, Havana, Cuba. Sample copy on request.

ADVERTISING MEDIA

THE Ladies' Home Journal reaches 1,300,000 homes that believe in it and its advertisements

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address DEPARTMENT P. I. for sample copy and rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

AD WRITERS

Advertising Copy **W. F. SCHILLING**
Albany, N. Y.

Ads and Letters that tell your story
Wm. D. Kempton, 100 W. 76th St., New York.

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA**, Times Building, New York City. Send for estimates.

ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. TELEPHONE: 1664 SPRING.

FORM LETTERS

HERE'S a Sample Answer from Hyskell Business Soliciting Form Letters: "Kilne's, Kansas City. Allow me to compliment you on the way in which you put your proposition. It is probably 1 of 50 received on a similar strain; but it has a distinct tone about it. That's why I answer it within 5 minutes after its receipt. The other 49 are yet waiting for an answer." Letter Forms that get answers quick and sure like that are worth most any price. I only charge \$10; cash with order. Publicity matter of ALL kinds, furnished in the same business-getting way. **FREDERICK HYSKELL**, Bryant Building, Kansas City. Reference, Fidelity Trust Company.

I WRITE SERIES OF "FOLLOW-UP" LETTERS THAT DO NOT brag, bluster, or bully, wheedle, cringe, or fawn. In their preparation I aim to omit what so constantly vexes my soul to the point of tossing into my waste paper basket letters meant to interest me in the Writer's Business. There is plenty of room between grabbing a man by the throat with a, "Why the—? don't you send me an order?" and a constantly encountered fawning servility that usually disgusts its recipient. From such data as anyone can furnish, I formulate invariably self-respecting, and not so invariably dull, letters that often win replies from men upon whom the regulation follow-up letter is simply money wasted. More about this in a "Soon-over" Circular. **FRANCIS I. MAULE**, 401 Sansom Street, Philadelphia.

FOR SALE

NEW RAILROAD BICYCLE built for carrying papers. Cost \$60. Will sacrifice. **GAZETTE**, Phoenix, Arizona.

FOR SALE—WALTER SCOTT SEXTUPLE
NEWSPAPER PRESS as rebuilt by Hoe &
 Co., with complete Koehler electrical press room
 equipment. A large, fine press in perfect con-
 dition, capable of printing 40,000 an hour. A
 bargain for publishers changing their machinery
 or new proprietors just starting a paper.
 Address **CLAUDE MEEKER**, Capitol Trust
 Building, Columbus, Ohio.

FIRST CLASS JOB PLANT in the liveliest city
 of West Virginia, 14 x 22 and 10 x 15 Chandler
 and Price Presses, 6 x 9 press, gasoline engine,
 connections, etc., complete stereotyping
 machine, cutters, perforator, binders, cabinets,
 stapler, galleys, all kinds of type, metal furni-
 ture, borders, ornaments, [material, etc. City
 growing rapidly, best climate and water in
 United States. Great opportunity for right man.
 \$1,500 value for \$700 cash to quick buyer.
 Frank J. Trammell, Martinsburg, W. VA.

A Rare Chance to Make Big Money Quickly and Easily

Because of other interests, am forced to sell
 well known course of mail instruction—the best
 of its kind. \$450 buys everything including sup-
 ply of courses, booklets, letters and other valu-
 able literature. Printed matter alone worth
 nearly double price asked. Can be worked as a
 side line and made to pay \$100 to \$500 per month.
 The chance of a lifetime for some red blooded
 advertising man. Full particulars to those
 meaning business. "CONSERVATIVE," care
 Printers' Ink.

HELP WANTED

**Experienced advertising solici-
 tors for long established** banking
 publication. Address "L. B. C.," care Printers' Ink.

**Man capable of assisting in edi-
 torial or advertising management of small maga-
 zine, large city, central west. State experience
 and salary expected.** "S. F. J.," care Printers' Ink

CIRCULATION MANAGER wanted for new
 Southern Woman's Magazine, to be shortly
 published by a company with large capital.
 State experience and salary wanted. Address
 Southern Circulation, care **NELSON CHES-
 MAN & CO.**, Times Bldg., Chattanooga, Tenn.

WE PLACED in December '09 our clients in
 positions as follows: Business managers at
 \$100, \$40 and \$25 per week; secretary, \$58;
 advertising, \$35 and \$20; circulation, \$35 and \$30;
 bookkeeper, \$15; editorial, \$15, \$55, \$40, \$35,
 and three at \$25; reporters, \$35, \$20, three at \$18,
 two at \$15; engravers, \$15 and \$18; printers, \$22,
 \$18, \$16 and \$15.

WE NEED more candidates and better candi-
 dates, available at market rates, for positions
 now open and for new opportunities constantly
 being received.

WE OFFER beginning January 1st free regis-
 tration. Established 1868. No branch offices.
**PERNOLD'S NEWSPAPER MEN'S EX-
 CHANGE**, Springfield, Mass.

MISCELLANEOUS WANTS

\$5.00

For a Name!

Trade-mark brand wanted for a very
 high-grade domestic coal. Semi-bitumin-
 ous. Low in ash and sulphur; not
 crumbly. Market in Middle West. At-
 tractive, easily remembered name (win
 or without design) likely to interest
 domestic users. \$5.00 for name se-
 lected. COAL, Box "E. W.," Printers'
 Ink, N. Y.

YOUNG MEN AND WOMEN of ability who
 seek positions as adwriters and ad managers
 should use the classified columns of **PRINTERS'**
INK, the business journal for advertisers, pub-
 lished weekly at 12 West 31st St., New York.
 Such advertisements will be inserted at 20 cents
 a line, six words to the line. **PRINTERS' INK** is
 the best school for advertisers, and it reaches
 every week more employing advertisers than
 any other publication in the United States.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt
 of 6 cts. stamps. **R. S. & A. B. LACEY**,
 Washington, D. C. Established 1869.

POSITIONS WANTED

AGENCY DETAIL MAN—Thorough agency
 experience in this line. Estimate on and
 buy printing, stock, cuts, electros, etc. Makelay
 outs. Practical printer. Wishes to make change.
 Address "CHICAGO," care Printers' Ink.

FOR SALE—A Man! \$1200. is the figure at
 which you can buy him. Six years' advertis-
 ing experience, Advertiser's, Agency and Pub-
 lisher's. Open for engagement January 24th.
 "M. 216," care Printers' Ink.

AN ADVERTISING MANAGER, American,
 34 years old, married, fully qualified by
 education and experience to successfully manage
 and direct advertising on a large scale—eight
 years as assistant and later advertising manager
 for large manufacturing concerns. Any one
 requiring a sales producing Advertising Manager
 write now to, **W. S. Hull**, Box 193, Madison, Conn.

Young Man, experienced in
 advertising detail work, desires an opportunity
 to connect with a hustling agency or manufactur-
 ing concern in New York City where his ability
 as correspondent and general hard worker would
 be of service. Am 25 years old and at present
 employed in the line. Address, **J. C.**, care of
 Printers' Ink.

Do you want an advertising man? \$35. weekly

Am a strong copy writer, at present handling the advertising of a large wholesale house (rated A A) in a middle-western city. I organized this department over a year ago, also a follow-up system, and am operating both very successfully, but for a good reason desire a change. Have a large stock of initiative, coupled with good advertising instinct and ability, which I offer to you in exchange for \$35. a week to start—a very reasonable figure considering the kind of work I turn out, and it's more than likely you would be willing to pay me more. Can also write up convincing "reason-why" letters, and the follow-up system I am capable of installing will prove a clinching argument in my favor. Find out what I can do and let that decide whether or not I am likely to be the right man for you. I'll measure up to your requirements or forfeit my salary. That's about as strong as I can put it. Box "K. P.," care Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 410-412 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS**, drawer 88, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **WINTHROP PRESS**, 419 Lafayette St., N. Y.

MODERN LANGUAGES
Translations, compositions & plates
Target and Best Equipped Office in New England
The HEINTZEMANN PRESS
185 FRANKLIN STREET BOSTON MASS

4 Bound Volumes for year, 1909

PRINTERS' INK

Sent prepaid to
any address upon
receipt of \$8.00.
Only a limited
number on hand.

Printers' Ink Pub. Co.
12 W. 31st St., N. Y.

The Man Looking for the Position

The Manufacturer Looking for an Advertising Man

Can get together through **PRINTERS' INK**. A dozen prominent advertisers want high-priced advertising managers now—read their ads in **PRINTERS' INK**. Every live advertising man who wants another position makes his wants known through **PRINTERS' INK**.

If you want a position or want to employ an advertising man, try a **PRINTERS' INK** Classified ad.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. **PRINTERS' INK's** Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1908, 19,370. Best advertising medium in Alabama.


Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

ARIZONA


Phoenix, Republican. Daily aver. '08, 6,651, Leonard & Lewis, N. Y. Reps., Tribune Bldg.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 88,467.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 **Bridgeport, Morning Telegram**, daily average for Dec., 1909, sworn, 13,187. You can cover Bridgeport by using **Telegram** only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,728; average for 1909, 7,729.

Meriden, Morning Record and Republican. Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

New Haven, Evening Register, daily. Annual sworn average for 1908, 18,864; Sunday, 12,667. 1909, 17,169 copies daily (sworn)

New Haven, Union. Average 1909, 16,583. E. Katz, special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,647; for 1908, 6,739.

Norwalk, Evening Hour. Average circulation exceeds 3,450. Sworn statement furnished.

Waterbury, Republican. Average for 1909, Daily, 6,661; Sunday, 7,051.

Waterbury, Herald, average circulation for one year from October 1, 1908 to October 1, 1909, 12,287. Largest circulation in the State.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,782 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. 1st 6 mos., 1909, 12,907. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average 12 mos. ending Dec., 1909, daily and Sunday, 17,403. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

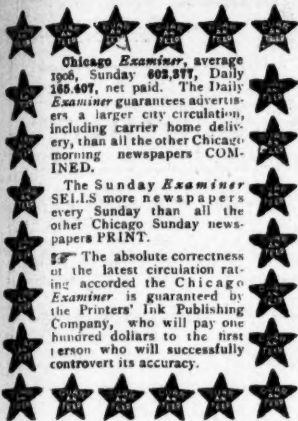
ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined

Chicago, Breeder's Gazette, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 78,496 and all quality. Rate, 35 cents, flat.

Chicago, Dental Review, monthly. Actual average for 1908, 4,007; for 1909, 4,326.



Chicago Examiner, average 1908, Sunday **602,377**. Daily **188,497**, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, Record-Herald. Average 1908, daily net paid exceeding, **141,000**; Sunday net paid exceeding, **197,000**. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, Herald, evening and Sunday morning. Average for 1909, **6,836**.

Peoria, Evening Star. Circulation for 1908, **30,911**.

Sterling, Evening Gazette, average circulation for 1908, **4,409**; 1909, **5,122**.

INDIANA

Evansville, Journal-News. Average, **18,183**. Sundays over **18,000**. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average, **26,112**.

Princeton, Clarion-News, daily and weekly. Daily average, **1,577**; weekly, **2,641**.

South Bend, Tribune. Sworn average Dec. 1909, **10,843**. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, **9,180**. "All paid in advance."

Davenport, Times. Daily aver. 1909, **17,066**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morning and eve. Daily average, 1908, **12,664**; Sunday, **14,731**.

Washington, Eve. Journal. Only daily in county. 2,009 subscribers. All good people.

KANSAS

Hutchinson, News. Daily 1907, **4,670**; 1908, **4,836**. E. Katz, Special Agent, N. Y.

KENTUCKY

Lexington, Herald. D. av. 1908, **7,104**. Sunday, **8,255**. Week day, **7,006**. Com. rates with Gazette.

Lexington, Leader. Average for 1909, evening, **6,456**. Sunday **6,899**. E. Katz

Louisville, The Times, evening daily, average for 1908 net paid **43,940**.

MAINE

Augusta, Comfort, monthly. W. H. Gannett, publisher. Actual average, **1,294,438**.

Augusta, Kennebec Journal, daily average 1908, **8,826**. Largest and best cir. in Cent. Me. **Bangor, Commercial**. Average for 1908, daily **10,070**; weekly, **28,727**.

Phillips, Maine Woods and Maine Sportsman, weekly. J. W. Brackett Co. Aver. for 1908, **7,977**.

Portland, Evening Express. Average for 1909, daily **15,319**. Sunday **Telegram**, **10,606**.

MARYLAND

Baltimore, American. Daily average for 1909, **76,976**; Sunday, **98,438**. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, **83,416**. For Dec., 1909, **84,739**.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (C). Boston's tea table paper. Largest amount of week day ad.

Boston, Globe. Average circulation 1908 and 1909.

Daily (2 cents a copy)
1908, **176,397**; 1909, **180,378**; Gain, **3,981**
Sunday
1908, **319,790**; 1909, **325,069**; Gain, **5,279**

Advertising Totals
1909, **7,335,279** lines; 1908, **6,869,700** lines
Gain, 1909, **465,579** lines

The following figures of the four Boston newspapers having Daily and Sunday editions for the 12 months ending December 31, 1909, tell their story: Boston **Globe**, **7,335,279** lines; 2d Paper, **4,830,920** lines; 3d Paper, **4,103,120** lines; 4th Paper, **3,666,825** lines.

The above totals include all kinds of advertising from the big department store to the small "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



BOSTON TRAVELER

Established 1825.

Average circulation for July, 1909, **99,582**; August, **99,970**; September, **102,380**.

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

Human Life, The Magazine About People. Guarantees and proves over **200,000** copies monthly.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1908, **7,472**.

Lawrence, Telegram, evening, 1908 av. **8,949**. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, **16,522**; 1908, **16,394**; 1909, **16,539**. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST December

AVERAGES, DEC., 1909

The Sunday Post
258,663

Gain of 20,727 Copies
Per Sunday over Dec., 1908

The Daily Post
289,006

Gain of 35,830 Copies
Per Day over Dec., 1908

Salem, Evening News. Actual daily average for 1909, 18,374.

Worcester, Gazette, eve. Aver. first 5 months, 1909, 16,878; Largest evening circulation.

Worcester, L'Opinion Publique, daily (☉☉). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ **Jackson, Patriot,** Aver. Dec., 1909, daily 10,796, Sunday 11,814. Greatest circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1908, 14,330. Exam. by A.A.A.

Saginaw, Evening News, daily. Average for 1909, 21,326; Dec., 1909, 22,336.

MINNESOTA

Duluth, Evening Herald. Daily average 23,093. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1909, 101,286.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, 28,270.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1908, 63,241.

CIRCULATION

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 88,197. Average circulation of Sunday *Tribune* for same period, 73,121.



by Printers' Ink Publishing Company



Minneapolis, Journal, Daily and Sunday (☉☉). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for Dec., 1909, evening only, 76,397. Average Sunday circulation for Dec., 1909, 80,862. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



MISSISSIPPI

Biloxi, Herald, evening. Average circulation for 1908, 1,095. Largest on Mississippi Coast.

MISSOURI

Joplin, Globe, daily. Average, 1909, 16,113. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1909, 38,632. Smith & Budd, Eastern Reps.

St. Louis, National Druggist (☉☉), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1908, 104,708.

NEBRASKA

Lincoln, Deutsch-American Farmer weekly. 142,208 for year ending Dec. 31, 1909

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1909, 143,064.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1909, 9,142.

Jersey City, Jersey Journal. Average for 1909, 24,196. Last three months 1909, 24,684.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Yearly average, 1906, 18,237; 1907, 20,270; 1908, 21,326.

NEW YORK

Albany, Evening Journal. Daily average for 1908, 16,930. It's the leading paper.

★ **Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 53,908.

Buffalo, Courier, morn. Average, Sunday, 91,447, daily, 81,604; *Enquirer,* evening, 34,870.

Buffalo, Evening News. Daily average for 1909, 94,473; 1907, 94,943; 1908, 94,033.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1909, 8,636.

Mount Vernon, Argus, eve. Daily av. cir. year ending Dec. 31, 1909, 4,921. Only daily here.

★ **Newburgh, Daily News,** evening. Average circulation entire year, 1909, 6,712. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1865. Weekly average, year ending Dec. 25, 1909, **10,684**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, **7,666**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, **25,903** (©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. **225,000** guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, **6,841**; August, 1909 issue, **20,000**.


The World. Actual average, 1909, Morning, **560,503**. Evening, **399,569**. Sunday, **460,950**.

Poughkeepsie, Star, evening. Daily average for year ending Dec. 31, 1909, **6,013**.

Schenectady, Gazette, daily. A. N. Liecby. Actual Average for 1908, **16,760**.

Schenectady, Star. Av. **11,265** last half 1909 Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, daily **23,458**; Sunday, **40,923**.

 *Troy, Record*. Average circulation 1909, **21,320**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1909, **2,553**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, **18,117**.

OHIO

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. 100,000.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1908, **76,291**, Dec., 1909, **78,682** daily; Sunday, **107,176**.

Columbus, Midland Druggist and Pharmaceutical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.

Dayton, Journal. Actual average, **21,217**.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agricult'l paper. '09, **439,467**.


Youngstown, Vindicator. D'y av. '08, **15,000**; Sy., **10,400**; LaCoste & Maxwell, N.Y. & Chicago.


OKLAHOMA

Muskogee, Times-Democrat. Average 1907, **6,669**; for 1908, **6,659**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1909 aver., **31,479**, Dec., '09, **30,478**. E. Katz, Agent, N. Y.


OREGON


 *Portland, The Evening Telegram* is in its 33d year. Owns exclusive Associated Press afternoon franchise. Sworn average circulation for December, **29,270**. In purely local mercantile advertising it printed 313 more pages in 1909 than in 1908. It printed 175 more pages of local mercantile advertising in 1909 than its nearest local contemporary. Its circulation covers Portland and its suburbs like a plaster.


 *Portland, The Oregonian*, (©) November average circulation. Sundays, **52,920**; Daily, **41,622**. For over 50 years the great newspaper of the Pacific Northwest. More circulation in Portland and Oregon than any other newspaper. Also more foreign, more local, and more classified advertising.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1909, **7,768**. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

 *Erie, Times*, daily. Aver. for 1908, **18,487**; 1909, **19,407**. A larger guaranteed pd. cir. than all other Erie papers combined. E. Katz, Special Agt., N. Y.

 *Harrisburg, Telegraph*. Sworn average Dec., 1909, **16,615**. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

 *Johnstown, Tribune*. Average for 12 mos., 1909, **12,467**. Only evening paper in Johnstown.

In
Philadelphia
It's
The Bulletin

Net Daily Average for
YEAR, 1909;

249,811

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Heyworth Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, The Camera, is the only best photographic monthly. It brings results. Average for 1908, **6,826**.

Philadelphia, Confectioners' Journal, mo. Average 1908, **5,817**; 1909, **5,822** (©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.



Philadelphia. *The Press* (☉) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Dec., 1909, 84,793; the Sunday *Press*, 160,743.

Washington. *Reporter and Observer*, eve. and morn. dy. av., '08, 11,734. They cover the field.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1908, 18,844. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. *Dispatch and Daily*. Average for 1908, 19,471.

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation, 1909, 19,033—sworn.



Providence. *Daily Journal*. Average for 1909, 21,858 (☉). Sunday, 28,156 (☉). *Evening Bulletin*, 45,991 average 1909.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 8,237.

SOUTH CAROLINA

Charleston. *Evening Post*. Actual daily average 1909, 8,511.



Columbia. *State*. Actual average for first six months, 1909, daily (☉) 14,490, Sunday (☉) 24,951.

Spartanburg. *Herald*. Actual daily average circulation for 1909, 2,639.

TENNESSEE

Memphis. *Commercial Appeal*, daily, and Sunday, average first 6 mos., 1909: Daily, 45,900; Sunday, 70,018. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1908, 31,485; for 1907, 36,206; for 1906, 36,504.

TEXAS

El Paso. *Herald*, March aver. 10,002. Only El Paso paper examined by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Average for 1909, 5,231. Examined by A. A. A.

Charlotte. *Free Press*. Daily average for 1909, 8,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1908, 3,337. Only Montpelier paper examined by the A. A. A.

St. Albans. *Messenger*, daily. Average for 1908, 3,132. Examined by A. A. A.

VIRGINIA

Danville. *The Res.* Av. 1909, 3,758; Dec., 1909, 3,756. Largest circulation. Only evening paper.

WASHINGTON

Seattle. *The Seattle Times* (☉) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec.: '09, cir. of 64,246 daily, 84,382 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,768,064 lines.

Tacoma. *Ledger*. Average 1908, daily, 18,732. Sunday, 28,729.

Tacoma. *News*. Average for year, 1908, 18,768.

WISCONSIN

Janesville. *Gazette*. Daily average, Dec., 1909, daily, 8,314; semi-weekly, 1,314.

Madison. *State Journal*, daily. Actual average for 1909, 4,975.

Milwaukee. *Evening Wisconsin*, daily. Average for 12 mos. ending Dec. 31, 1909, 27,123 (☉). The great Home Paper of Wisconsin.



Milwaukee. *The Journal*, ev., Ind. daily. Daily average for 12 mos., 59,316; for Dec., 1909, 59,138; daily gain over Dec., 1908, 4,301. Nearly 600 of Milwaukee homes. Flat rate 7 cents per line. Supreme in its field for both classified and display advertising.

Oshkosh. *Northwestern*, daily. Average for 1909, 9,354. Examined by A. A. A.

Racine. *Journal*, daily. Av. for 12 months ending Jan. 1, 1910, 4,708; Dec., 4,908.



THE WISCONSIN AGRICULTURIST



Racine, Wis. Established 1877. Actual weekly average for year ended Dec. 31, 1909, 60,886. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 47 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne. *Tribune*. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,439.

BRITISH COLUMBIA

Vancouver. *Province*, daily. Average Dec. '08, 16,777; Dec., '09, 19,190; daily average for '08, 15,922; for '09, 18,420. H. DeClerque, United States Rep., Chicago and New York.

MANITOBA, CAN.

Winnipeg. *Free Press*, daily and weekly. Average for 1908, daily, 37,008; daily Dec., 1909, 41,176; weekly 1908, 27,428; Dec., 1909, 26,167.

Winnipeg. *Der Nordwestern*. Canada's National German weekly. Av. 1909, 15,162. Rates 56c. in.

Winnipeg. *Telegram*, dy. av. year '09, 36,776, (Saturday av. 35,000). *Farmers' Weekly*, same period, 28,663.

QUEBEC, CAN.

Montreal. *La Presse* Actual average, 1908, daily 99,339, weekly 45,926.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word. THE Denver *Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D.C. (☆☆), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE *Champaign News* is the leading Want ad. medium of Central Eastern Illinois.

THE *Chicago Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rate—lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

MAIL ORDER ADVERTISING

Produces results in Indiana's leading "Want Ad" Medium. A circulation of 75,000 thoroughly covers the city and state. Publishes more classified advertising than any other paper in state.

Rate One Cent Per Word.
Only Sunday Paper in Indianapolis.

The Indianapolis Star

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ad. than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE *Boston Globe*, daily and Sunday, for the year 1909, printed a total of 400,465 paid Want Ads: a gain of 42,557 over 1908 and \$18,423 more than were printed by any other Boston newspaper.



MINNESOTA

CIRCULATIN' THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order; or 10 cents a line, where charged—daily or Sunday.



by Printers' Ink Pub. Co.

THE *Minneapolis Tribune* is the recognized Want Ad Medium of Minneapolis.



THE *Minneapolis Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Dec., 1909, amounted to 137,270 lines; the number of individual ads published were 18,408. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE *Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,829 daily; 14,205 Sunday.

NEW JERSEY

THE *Jersey City Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE *Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE *Youngstown Indicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 30,478. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE *Aberdeen Daily American*—the popular Want Ad medium of the Dakotas.

UTAH

THE *Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 99,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high-class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The *Mobile Register* (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1908, 38,762 (OO).

GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia.

Savannah Morning News, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (OO). Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (OO). Actual average circulation for 1906, 15,606.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in Kentucky; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1907, 7,784; weekly, 17,545 (OO); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).

Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (OO). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (OO). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

The Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*. —Printers' Ink.

New York *Herald* (OO). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (OO), daily and Sunday. Daily, now one cent—the best for the least.

Vogue (OO) carried more advertising in 1906, 1907, than any other magazine of gen. cir.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated, \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (OO), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions November, 1909, sworn net average, Daily, 87,057; Sunday, 162,263.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (OO). Oldest and most influential paper in tidewater.

WASHINGTON

The *Seattle Times* (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The *Halifax Herald* (OO) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (OO), is backed by 64 years of square dealing.

Business Going Out

The Colin Armstrong Adv. Company, New York, is placing 500 lines in New York morning and evening papers for the Hudson & Manhattan Railroad.

Chas. H. Fuller, Chicago, is sending 5,000 lines to Western papers for Walter Luther.

Frank Seaman, Inc., New York, is using 10,000 lines in newspapers in various parts of the country for *Collier's Weekly*.

The Troy Chemical Company, Binghamton, N. Y., is making 2,500-line contracts with Western papers through Long-Critchfield Corporation, of Chicago.

The Debevoise Company, New York, is placing orders with magazines and newspapers all over the United States for MacLean, Black & Co., Boston, Mass.

The Stanley-Way Agency, New York, is placing advertising for the O. K. Clothes Dryer in a list of newspapers and magazines.

The Delta Chemical Company, through H. W. Kastor & Sons, of St. Louis, is placing orders of 1,000 lines with Western papers.

F. C. Williams, New York, is placing orders direct for India Tea. Contracts amount to 7,000 lines. Southern papers are on the list.

The Ralston Purina Mills are sending Southwestern papers orders for 300 inches.

J. W. Morgan, New York, is sending out orders for 753 lines for the Crowell Publishing Company (February issue of *Woman's Home Companion*).

Orders are going to Southern papers for the Van Norden Corset Company, New York.

Hall & Ruckell (Sozodont), New York, are placing some orders with papers in small towns of New York, Pennsylvania, Ohio, Indiana and Illinois.

The Phelps Publishing Company is using 600 lines, twice, in newspapers, to advertise the February issue of *Good Housekeeping Magazine*.

Julius Kayer & Co., New York, are contemplating placing their advertising direct instead of through an agent, as formerly.

The United Fruit Company, New York, are taking up daily papers in Philadelphia, Boston, Washington, Baltimore and New York to advertise its steamship service.

The United States School of Music, New York, through Henry Drake, Ltd., is sending out orders to large metropolitan dailies for two insertions of a 280-line advertisement.

The Mutual Life Insurance Company, New York, has announced that N. W. Ayer & Son, Philadelphia, will make up a list to receive orders, etc., early in February.

The Frank Presbrey Company, New York, is sending out nineteen inches, four columns across, for the New York Life Insurance Company. The same list of papers that carried the business last year are again receiving orders.

The entire advertising of J. P. Morgan & Co. will be handled by the Colin Armstrong Adv. Agency, of New York.

The Jerome Tie Company, through the Stanley-Way Adv. Agency, New York, is advertising in Sunday papers and magazines to exploit the "Name-on-Tie." Copy measures twenty-eight lines.

M. C. Reefer & Subsidiary Companies (Green Mountain Dist. Company and M. Colman Dist. Company) are using 2,600 lines in the West through the Horn-Baker Agency, of Kansas City, Mo.

H. E. Lesan, New York, is sending Western papers new orders for 3,000 lines for the New York Central Lines.

Nelson Chesman, St. Louis, is making 10,000-line contracts for Anheuser-Busch.

The Price Flavoring Extract Company is sending out direct orders for 5,600 lines. Southwestern papers are on the list.

Pape, Thompson & Pape, through Arthur Koch, are sending out 10,000-line renewal contracts to Western papers.

The Aseptic Chemical Company, through Roberts & McAvinche, is using 3,000 lines in the South.

Dr. Oren Oneal, through Chas. H. Fuller, of Chicago, is placing 1,000 lines in the West.

The National Toilet Company, through Nelson Chesman, of St. Louis, is placing 5,000 lines in the West.

Southern papers are receiving 10,000-line contracts from H. W. Kastor & Sons for Hirsch Brothers.

The Sterling Remedy Company, through Lord & Thomas, of Chicago, is making 10,000-line contracts with Western papers.

The Manhattan Trust Company and the New York Trust Company are placing advertising through the Collin Armstrong Adv. Company, of New York.

ST. LOUIS-KANSAS CITY NOTES.

The Jaffa Turkish Tobacco Company, St. Louis, is using a few select magazines to advertise its line of smoking tobacco. Orders for one-inch display copy are going out through H. W. Kastor & Sons' St. Louis office for insertion in February numbers.

C. W. Ransom, Kansas City, is using a list of agricultural, mail-order, fraternal and weekly newspapers published in the Central and Southwest, on a try-out campaign for a correspondence course in penmanship. One-inch copy is being used in farm, mail-order and fraternal papers and thirty lines in weeklies. Orders are being placed by the F. A. Gray Agency, same city.

The Consumers Distilling Company, St. Louis, is sending out renewal orders through H. W. Kastor & Sons, same city, to a big list of daily and weekly newspapers advertising mail-order whiskey. Sixty-line display copy is being used.

The L. Roy Curtiss Advertising Company, 1012 Baltimore avenue, Kansas City, is sending out copy and orders to a list of farm papers and mail-order publications published in the Central West for the Leahy Manufacturing Company, Higginsville, Mo., advertising incubators.

The Ft. Stockton Land Company, Kansas City, is sending out renewal orders through H. W. Kastor & Sons' Kansas City office to dailies and weeklies of dailies. Thirty-five-line display copy is being used in the Sunday editions of dailies and weeklies.

H. W. Kastor & Sons, St. Louis, is sending out orders to mail-order papers and dailies for the Delta Chemical Company, same city. One-inch display is being ordered to run for one year.

H. W. Menges, St. Louis, is sending out orders to a big list of farm and mail-order papers advertising an anti-nicotine pipe. Fourteen-line display will be used in February issues. The St. Louis office of Chas. H. Fuller Company place the advertising.

The advertising of O. L. Chase, the Paint Man, St. Louis, will begin in February issues of agricultural publications. Orders for copy of various sizes have gone out through Long-Critchfield, Chicago.

L. Roy Curtiss Advertising Company, Kansas City, is conducting a three-months' campaign in farm papers published in the Southwest for the Archias Seed Store, Sedalia, Mo.

H. W. Kastor & Sons' St. Louis office is placing orders in a list of women's publications for "Lin-O-Tex," a new fabric. Forty-line display copy is being used.

The L. Roy Curtiss Advertising Company, Kansas City, is placing orders for the Bemis Bros. Bag Company, advertising for used bags.

H. W. Kastor & Sons' St. Louis office is sending out orders to a list of women's publications and weekly editions of dailies for the Grand Leader Department Store, same city. One hundred and twelve-line display mail-order copy is being used.

The Business Training Institute, Kansas City, is sending out orders to a list of monthly magazines through the L. Roy Curtiss Advertising Company, same city.

BOSTON ITEMS.

New England papers are receiving contracts for the advertising of the Cooper Medicine Company, Dayton, O., through the Henry Webb Agency, of that city. The campaign in New England covers 500 inches of space.

The Vermont Farm Machine Company, Bellows Falls, Vt., is contracting with agricultural papers and general mediums for twelve insertions during the coming year, variable space. This account is handled by the H. H. Charles Agency, of New York.

For the first time the J. Stevens Arms & Tool Company, Chicopee Falls, Mass., has made an appropriation for advertising on the Stevens Duryea Automobile. Good sized contracts are being placed with a large list of leading publications through the George Batten Company, New York.

Renewal contracts are going to papers throughout the country for the advertising of J. C. Ayer Company, Lowell, Mass. The renewals are taken up as fast as the old contracts expire.

The H. B. Humphrey Company is putting out a new series of advertisements for H. Traiser & Co., exploiting the Pippins Cigar. This agency has also started up a new campaign in metropolitan dailies throughout the country for Thomas W. Lawson.

The magazine campaign for S. D. Warren & Co., 161 Devonshire street, is being handled by Wm. J. Boardman, manager of the Boston office of the George Batten Company.

The Edwin Shivel Agency is sending out t. f. orders to farm papers for the Creamery Package Mfg. Company.

Printers' Ink Opens the New Year with Record-Breaking Business.

The remarkable gains made by PRINTERS' INK in 1909 are going to be totally eclipsed by the record for 1910. Note these figures:

In January, 1909, the amount of display advertising carried by PRINTERS' INK was

101 $\frac{1}{2}$ Pages

In January, 1910, the amount of display advertising carried by PRINTERS' INK was

181 $\frac{1}{2}$ Pages

Gain: 80 $\frac{1}{2}$ Pages, or 79 $\frac{6}{10}$ %.

In January, 1910, was published the largest number of PRINTERS' INK ever issued (the Annual Review Number, consisting of 176 pages). That number contained 79 $\frac{1}{4}$ pages of display advertising, a gain over the 1909 Annual Review Number of 20 pages, or 33%.

More publishers and advertising agents are using space in PRINTERS' INK now than at any previous time in its history. Have you reserved a definite amount of space for this year?

Printers' Ink Publishing Co.

12 West 31st Street, New York

Johnson Educator Food Company

ESTABLISHED 1885

NEW YORK
PHILADELPHIA
PROVIDENCE
NEWBURGH
CAMBRIDGE
GEORGE W. HOPKINS
GENERAL MANAGER

Educator Crackers and Foods

215-218 Tremont Street

N. JOHNSON BARLOUR
PRESIDENT
EDWIN D. SIBLEY
VICE-PRESIDENT
FREDERICK N. BARBOUR
TREASURER

Boston, Mass., Jan. 15, 1910.

Paul Block, Inc.,
Illustrated Sunday Magazine,
290 Fifth Avenue,
New York, N. Y.

Gentlemen:

With Educator Crackers as a magnet, and the Illustrated Sunday Magazine as a medium the number of individuals who in response to our colored back page in your issue of November 14th wrote to us for a free sample box of Educator Crackers numbered over 4,000. The daily returns started with 433 and the most received in any one day was 774; another day 723, another 532, 247, 231, and for two weeks subsequent to this issue replies continued to come in at the rate of 25 to 30 a day.

Cooperating with us as you did in supplying the dealers in sections where your magazine circulated with special copies of this back cover, we found beneficial in connecting us direct with the trade. We wish to thank you for this cooperation to which we attribute in no small degree the good results derived from this particular advertisement. Asking your indulgence for neglecting your letter so long, we are pleased to remain,
Yours very truly,

JOHNSON EDUCATOR FOOD CO.

Per

F N Barbour

The ILLUSTRATED SUNDAY MAGAZINE has a circulation of one million copies per week, and is issued co-operatively with the PITTSBURGH GAZETTE-TIMES, ROCHESTER DEMOCRAT & CHRONICLE, MEMPHIS COMMERCIAL-APPEAL, MINNEAPOLIS TRIBUNE, KANSAS CITY JOURNAL, MILWAUKEE SENTINEL, DETROIT FREE PRESS, LOUISVILLE COURIER-JOURNAL, NEW ORLEANS PICAYUNE, CLEVELAND LEADER, CINCINNATI COMMERCIAL-TRIBUNE, RICHMOND TIMES-DISPATCH, DENVER REPUBLICAN, COLUMBUS DISPATCH, OMAHA NEWS, PROVIDENCE TRIBUNE, WORCESTER TELEGRAM, MONTGOMERY ADVERTISER, FLORIDA TIMES-UNION and BUFFALO TIMES.